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A National Newspaper for Every Branch of the Industry

EXTRA

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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N.A.D.A. DIRECTORS IN LONG SESSION AT ANNUAL MEET

Newspapermen Wonder But No Announcement Is Made

CHICAGO, Feb. 1.—Considerable mystery from a newspaper point of view surrounds the prolonged session of the directors of the National Automobile Dealers' Association.

The directors were supposed to have concluded their meeting yesterday afternoon, but early in the evening still were in session, and they convened again this morning.

C. A. Vane, general manager, and Lynn Shaw, secretary, insisted that nothing of public importance was under discussion, but could give no reason for the lengthy confab. Surely, there must be something of importance to the automotive public to keep directors in session so long, this correspondent ventured.

"O—no," returned Mr. Vane, "our meetings are just get-togethers of directors, who ask one another questions relative to the business conditions in different sections of the country."

The first general sessions of the N. A. D. A. were held today, with 1,000 members from all parts of the country.

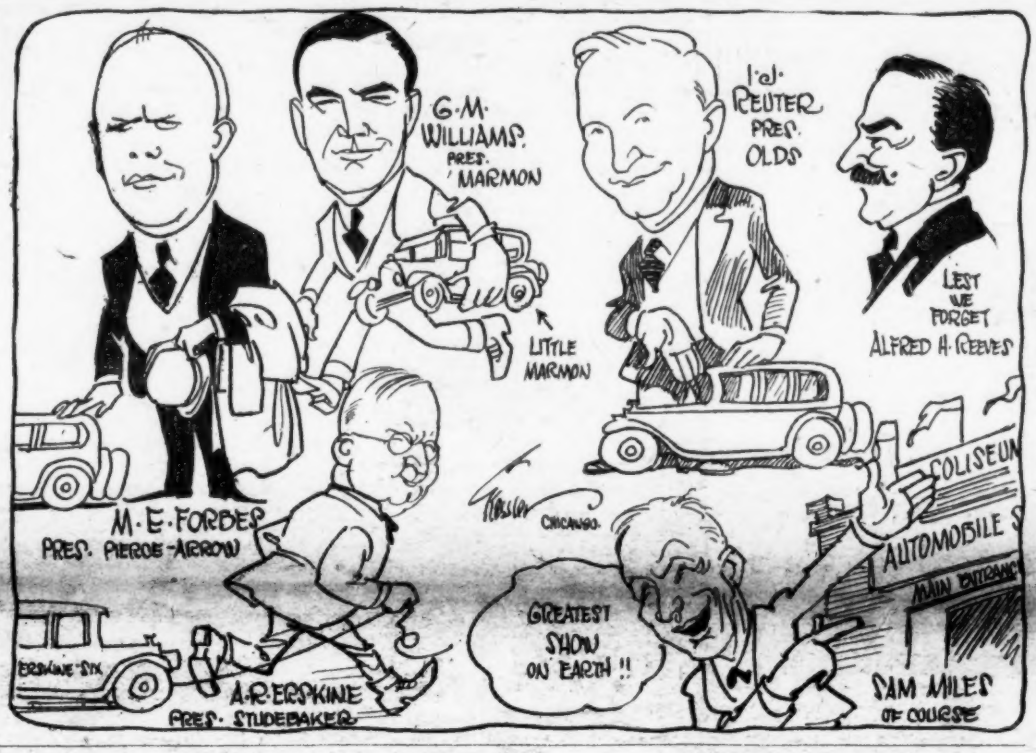
Mr. Vane claims to have been the busiest man in Chicago during the last two weeks. He spent most of the time moving his headquarters from St. Louis to Chicago and before he had finished with that he had to prepare for the annual convention.

Lynn Shaw has also had his share of work. He played host to a steady stream of visitors in his room yesterday and today and is having his hands full in handling the many details in connection with the convention.

Election of officers was scheduled for this afternoon. Charles B. Warren, retiring president, delivered the annual president's address, and Mr. Vane made his annual report.

Detroit, Feb. 2.—Construction projects for which permits were taken out in Detroit last week carried cost estimates aggregating $1,329,730, comparing with $1,757,447 for the preceding week and $1,991,065 a year ago.

LOOKING 'EM OVER AT CHICAGO —By Kessler



OLD TIMERS' BANQUET FEATURE OF SHOW WEEK

Chicago, Feb. 1.—One of the events of the Chicago show was the old timbers' banquet in the Florentine room of the Congress Hotel. Five hundred members of the industry, with service records dating back for ten years or more, met to renew acquaintances and exchange memories. Needless to say, the night was far gone before the meeting broke up, with rousing cheers and promises of another get-together next year.

In Chicago This Week

IF YOU have any news please telephone it to the Automotive Daily News Chicago office—Wabash 7237.

Railroads Cut Rates for Visitors to Show

Chicago, Feb. 1.—The automotive industry has succeeded once more at the expense of the railroads. This time it is in the matter of special concessions for the Chicago show, for the first time in the history of the Chicago Automobile Show, special rates have been made available by the railroads to those attending from out of town.

A special rate of a fare and a half has been made available to delegates attending the various sectional meetings as well as the main show.

"This is a recognition on the part of the railroads of the growing competition furnished by automobiles," declared C. A. Vane, general manager of the National Automobile Dealers' Association. "In the last few years so many people have been coming here by bus and private automobile that the railroads realized they were losing a lot of money."

COLISEUM SPACE TO BE DOUBLED FOR NEXT YEAR

Chicago, Feb. 1.—Next year the automobile show will be held in nearly a new building. The Coliseum, which houses the classic, will be rebuilt during the summer so that next year the capacity will be nearly doubled. The north and south halls are to be opened into the main structure, greatly improving the facilities for exhibition purposes.

More entrances, better light and larger space for hockey, which uses the structure during the remainder of the year, are planned. The reconstruction is under the direction of Julius Floto, architect.

CHICAGO SHOW CONTINUES TO MAKE RECORDS

Attendance Heavy as Exhibition Gets Under Way

CHICAGO, Feb. 1.—With the official figures for attendance completely compiled for the first day of the show, it is announced that Saturday's crowd was 50 per cent. greater than any previous opening day in this city.

It has been exceeded only once in show history and that was in New York this year. Monday's record has not been completely made up, but it is already 20 per cent. greater than the same day last year. Tuesday, at the hour of going to press, will break the record by some 20 to 30 per cent.

There is not the slightest doubt now that the Chicago show will register the same increase in interest that was so apparent at New York. Dealers here from all over the country, but particularly from the Middle and Far West, are jubilant over the indications of public buying interest, and they will make their commitments in accordance with conditions indicated by the overwhelming success of the show.

The intensity of public automotive interest is easily gauged by the way in which crowds are

(Continued on Page 2)

In Chicago This Week

GET your copy of the Automotive Daily News at the leading hotel news stands—it is free.

Various Models Shown At Chicago Truck Exhibit

Chicago, Feb. 1.—Tardiness in arranging exhibits delayed the opening of the automobile truck show at the Sherman Hotel almost a day.

When the convention hall was opened yesterday morning, only a half dozen trucks were in position on the floor. These included the litte Pac-Age-Kar, the light delivery car which created a sensation at the truck show last year; two Nelson Le-Moon models, one a heavy duty auto service truck; two Indiana and two Hendrickson models. Pierce-Arrow displays only one model.

In the truck accessory field the B-K Brake Corporation and the Triple Auto Light Company were the only ones having their exhibits in place. The show was opened last night.

Delco-Remy Appoints Harrison Sales Chief

Chicago, Feb. 1.—O. L. Harrison, formerly general manager of Delco-Light Company, has been made acting general sales manager of Delco-Remy, relieving George B. Stone. Mr. Stone has been granted a six months' leave of absence, and will travel abroad.

'Fierce Competition' Talk Misleading, Says Reeves

Chicago, Feb. 1.—Talking to a representative of the Automotive Daily News here today, Alfred Reeves, general manager of the National Automobile Chamber of Commerce, deprecated strongly the overemphasis that is being given the idea of "fierce competition" in the automobile industry.

Alfred Reeves

"I feel," said Mr. Reeves, "that the very general talk of 'unusually fierce competition' ahead in the automobile industry has already gone too far. It is tending to create a false impression in the public mind. The feeling created is that if competition is going to be so fierce as all this, prices are certan to be cut.

"We all know that the automobile industry is giving greater value for the dollar than ever before and that drastic price cutting is not possible. But the ordinary buyer hearing about this 'fierce competition' would be easily influenced to delay purchases and wait for competition-induced price cuts that never will be made.

"I have talked with a number of presidents of prominent automobile manufacturing companies," continued Mr. Reeves, "and they agree with me that this talk of killing competition has been carried further than conditions justify and should be stopped."

Franklin Shows Four Models in Auto Salon

Chicago, Feb. 1.—Four Franklin cars in the salon display, all of which were designed by De Causse and built under his supervision, two by the Walker Body Company of Amesbury, Mass., and two by Locke & Co. of Rochester and New York, are being shown at the Drake. The first of these is a model entirely new to the Franklin line, a tandem sport model.

Although mounted on the standard Franklin chassis, it is only sixty-five inches in height from the ground to the roof line. The car is completely finished in light cream. The upholstering is genuine pig-grain, hand-buffed leather, stained to match the rich brown of antique Spanish saddle leather.

The head lining is in doeskin broadcloth and ceiling is mahogany beamed. Fittings are of hammered silver finish. The top is of landau leather and has a clear vision, rifle sight front.

Next is a convertible cabriolet runabout. It is mounted on the standard chassis and the complete car, including guards, fenders, shields and axles, is finished in pyramid tan, striped with two heavy lines of blue. The upholstering is blue pig-grain, hand-buffed leather, smoke coated pyramid tan.

A sport coupe on a standard chassis is the third member of the Franklin quartet at the salon. This model is completely finished in derby red varnish with a quarter-inch black stripe edged with gold. Color scheme is carried out on guards, fenders, shields and axles. Upholstering is standard beige gray, hand-buffed colonial grain leather with broadcloth head lining.

The fourth and last Franklin to be shown at the salon is the special sport touring custom body. It is mounted and on a standard chassis. Finish for the complete car is sea fog gray, striped with two heavy lines of blue. The upholstering in both front and rear compartments is blue seal-grain, hand-buffed leather, smoke coated sea fog gray. The top is of the skeleton type, folding into a surprisingly small and neat space and equipped with a boot. Front and rear moldings of the top are nickel plated.

ELKS MAGAZINE
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850,000 Circulation
12,000 Identified Dealers
"It's the man who buys motor cars."
ELKS MAGAZINE
50 East 42d Street, New York City

Tire Men Not Worried by Cut In Rubber Exports

Washington, Feb. 1.—The American rubber industry will be only slightly affected by the further cut to 70 per cent. in the exportable allowance of rubber for the quarter beginning today, in the opinion of officials here. The reduction has been expected for a considerable period and tire manufacturers have long since discounted the cut from 80 per cent., it is generally believed.

The amount represented by outstanding certificates carried over from the quarter just ended, a predicted decline in Dutch rubber production as a result of excessive tapping and the increasing use in this country of reclaimed rubber and rubber substitutes enter into the present situation, it is pointed out.

The exportable allowance for this quarter, it is estimated, will be 10,000 tons less than for the quarter just ended. British rubber authorities believe the present year will see free and unrestricted production overtaken by real consumption for the first time in six or seven years. Col. J. C. G. Kunhardt, an authority on the statistical production of rubber, places unrestricted production for this year at something less than 640,000 tons, with consumption somewhat in excess of that figure.

J. W. FRAZER APPOINTED CHRYSLER SALES MGR.

Chicago, Feb. 1.—J. W. Frazer has been made Chrysler sales manager for the United States, according to the announcement of J. E. Fields, vice-president in charge of sales for the Chrysler Sales Corporation.

H. D. KLINE ILL

H. D. Kline of Continental Motors Corporation, has been confined to his room at the Blackstone, suffering from a severe attack of tonsilities. A distressing feature of his malady is that he has great difficulty in swallowing, and his friends are extending their sympathy to him in this affliction.

Oakland-Pontiac Group Hears of 1927 Program

CHICAGO, Feb. 1.—Oakland-Pontiac dealers from the Gulf to the Pacific Coast were entertained at luncheon by the Oakland Motor Car Company this noon in the grand ball room of the Palmer House.

The gathering very closely approached, from the standpoint of numbers, the meeting held in New York during the show there.

E. M. Lubeck, recently appointed Western sales manager for Oakland-Pontiac, acted as toastmaster and introduced as the first speaker C. F. Kettering, president of the General Motors Research Corporation. Mr. Kettering is well known as a super-salesman, among his numerous other activities, and he gave the guests something to think about, from the angle that the contemplated production in 1927, which is tentatively set at 4,500,000 cars, is only about enough to take care of probable replacements that will be required during the year.

B. C. Forbes, editor of Forbes Magazine, gave the dealers a straight from the shoulder talk on what they must expect from a business standpoin tin 1927. Without being unduly pessimistic, Mr. Forbes looks at the future from the standpoint of a financial authority and he warned the men that the approaching season was to be a test of strong men. He feels that competition will be unusually keen, and that only the energetic can hope to do their full share of the business that will be written.

W. R. Tracy, newly appointed vice-president in charge of sales, outlined the company's sales plan, and what he said was backed up by A. R. Glancy, president and general manager of the company.

Motion pictures were shown, illustrating the expansion of the Oakland - Pontiac manufacturing facilities, and some interesting views were also displayed, recording activities in the retail field. There was gang-singing, always a prominent part in any gathering of Oakland-Pontiac men, and there was an interesting program of vaudeville stunts.

Packard's Display at Chicago Draws Crowds

CHICAGO, Feb. 1.—To one who remembers the shows of years ago, the crowds looking over the Pakard Motor Car Company's exhibit at the show are indicative of the increasing demand for automobiles of a high quality.

The price range of Packard cars with standard bodies is between $2,585 and $5,100, and custom styles extend the range more than $3,000 above the second figure. Hence the ever-growing sale and use of Packard cars may be considered not only as a sign of Packard's engineering, body building and commercial success, but also as a barometer of business conditions in general; and there is every indication that they will be prosperous during the year just commenced.

Packard sixes are built with 126 and 133 inches wheelbase, eights with 136 and 143 inches, and there are four standard body styles on every wheelbase. Both the six and the eight-cylinder lines contain the following styles: sedan, sedan limousine and touring car for seven passengers; sedan, club sedan and phaeton for five passengers; coupe and runabout for four passengers. A varied series of colors is used for finish, upper structures of closed cars being black with few exceptions.

Big Attendance At Chicago Show

(Continued from Page 1)

flocking to the other exhibitions and to various lobby shows at the hotels. The automobile salon at the Drake has drawn a surprising attendance, considering that all the exhibits are of the highest priced class. On Sunday 3,500 persons visited this show at the Drake, and Monday evening registered another record-breaking crowd.

The truck show at the Sherman is drawing excellently, and the Congress lobby is always thronged. Out at the Edgewater Beach, where some forty models are on view, there is always a crowd. The Shoreland is showing Cadillac models and the Chevrolet Company is showing its attractive sports roadster at the Palmer House.

The Kind of Service the Car Manufacturer Wants

More than 13,000 USL Service Stations and Dealers are pledged to see that USL batteries give long, dependable service at minimum cost to the owner.

USL battery service is so thorough and so universally available that when the car manufacturer adopts USL batteries as initial equipment he simply forgets batteries.

USL Pacific Coast Factory
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U. S. LIGHT & HEAT CORPORATION
NIAGARA FALLS, N. Y.

USL AUTO *and* RADIO Batteries

USL Battery Headquarters, 1302 Congress Hotel

Chicago Show Events Today

Noon—Auburn Automobile Company, luncheon and meeting, Blackstone Hotel.

10.00 a. m.—National Automobile Dealers' Associations, convention, La Salle Hotel.

1.00 p. m.—Franklin dealer conference and luncheon.

6.30 p. m.—N. A. D. A. banquet and trade frolic, La Salle Hotel, grand ball room.

2.00 p. m.—Olds Motor Works, dealers' business meeting at Chicago.

Evening—Olds Western Dealers' dinner, Congress Hotel.

Packard Motor Car Company, all-day zone meeting for dealers and distributors, Blackstone Hotel.

1.00 p. m.—Velie Motors Corporation, luncheon, Congress Hotel.

THURSDAY, FEBRUARY 3

Noon—Nash Sales Company, Chicago; luncheon for dealers of Indiana, Iowa and Illinois, Congress Hotel.

10.00 a. m.—National Automobile Chamber of Commerce, National Automobile Dealers' Association and Motor and Accessory Manufacturers' Association, Joint Service and Shop Equipment program, La Salle Hotel.

1.00 p. m.—National Association of Automobile Show and Association Managers' meeting, Drake Hotel.

Noon—Paige-Detroit Motor Car Company, luncheon, Blackstone Hotel.

6.30 p. m.—Studebaker Corporation, dealers' banquet, Congress Hotel.

FRIDAY, FEBRUARY 4

2.00 p. m.—Chevrolet Motor Company, dealers' meeting, Erlanger Theater.

7.00 p. m.—Annual Chevrolet banquet, Palmer House.

Heard in the Hotel Lobbies at the Chicago Automobile Show

CHICAGO, Feb. 1.—"The Chicago automobile show is becoming a bigger factor every year in the automotive industry," declared Stanley Zweibel, one of the Marmon divisional sales managers, who is attending the show here.

"The Chicago show, in my opinion, has passed the New York show in its importance to the industry. In Chicago we draw business from the four corners of the country, while the New York business is confined to the Atlantic coast. I look for Chicago to become the natural center of the automotive industry on this continent. Geographically, there is no other logical center."

Frank Hall, one of the traveling representatives of the Reo organization, believes a good memory for faces is one of the best assets for a salesman, particularly an automobile salesman.

"In my earlier business experience I was employed in the timekeeper's office at the Morris packing plant in Chicago," said Frank, during a lull in answering questions at the Reo showroom in the Congress Hotel. "We had more than 5,000 men in that plant, and if a timekeeper couldn't remember the names and numbers of most of the men he was at sea most of the time."

H. H. Brooks, general director of sales for the Marmon Motor Car Company of Indianapolis, is attending the show. He is accompanied by the three divisional sales managers, Stanley Zweibel, H. W. D. Brown and John Tainch. Miller Hamilton, publicity director, also accompanied the party.

E. L. Cord, Auburn president, and still the youth of the executives, checked in at the Blackstone yesterday morning. He is bubbling over with enthusiasm about the show and the coming year.

The Blackstone was packed to the roof with headquarters, nearly a hundred firms establishing temporary offices there. Among those doing their entertaining from there are Auburn, Buick, Cadillac, Campbell Ewald Advertising, Dodge, Durant, Rickenbacker, Studebaker, United States Rubber, Hupmobile, Kissel, Paige and Packard.

C. A. Triphagen, general sales manager for the Reo Motor Car Company, headed a number of Lansing executives who viisted the show. Others included C. E. Eldridge, assistant general sales manager; W. C. Parker, speedwagon and bus sales manager, and Robert Bates, secretary-treasurer of the company. In addition to the exhibit in the main show, the factory has several cars on exhibit in the foyer of the Congress Hotel.

W. C. Lunton, formerly of the Velie staff, but now a member of the Chicago Peerless organization, did not get his coat off at the Coliseum Saturday afternoon before he was besieged by buyers. He sold two carloads of new models and then sought the coatroom.

C. A. Tucker, general sales manager for the Peerless Motor Car Company, is here from Cleveland and is in charge of the Peerless exhibits. The Peerless people gave a luncheon to the dealers and factory representatives Tuesday noon at the Congress.

The Reo company is one of the few motor car manufacturers to depart from the time honored custom of giving a dinner for dealers and distributors.

This departure is due to the fact that the head office inaugurated a new system this year. They staged an "unveiling" of the new models here in December at which 700 dealers and distributors were present. The dealers and distributors thus had a month's start on all other organizations in the matter of introducing the new cars.

Introduction of the little eight convertible coupe this year has made it necessary for the Marmon company to revise its production program, according to H. W. D. Brown, one of the divisional sales managers.

"The clientele attracted by Marmon cars, with the purse to indulge their fancies, have been attracted enormously by the individuality expressed in this new model," he said, during an interview in the Marmón headquarters in the Congress Hotel.

"The snappy sport lines, the variety of color effects and the general all-round appearance of the car have created such an impression that we have been obliged to increase our production in this line thus early in the season."

Fred Walker, the new sales manager of Franklin, is a busy individual these days. We caught him for a moment in the lobby of the Drake. "It's going to be a big year for Franklin," he told us. "And just run in and see that tandem sport model if you want to know why." The tandem sport model is on view at the Drake salon and it is the lowest car in height from ground to roof being shown in Chicago.

Saw the genial R. E. Olds of Reo in the lobby of the Congress. Of course no show would be complete without Mr. Olds to help open proceedings. Another pioneer, George W. Davis, is staying at the Palmer and he is enthusiastic over this year's prospects.

Harry Kline of Continental is just out of bed after a severe bout with tonsillitis. Even that insidious disease couldn't rob Harry of the old pep. He is very much on the job again.

Stewart McDonald of Moon is in town for the show and sees a new record for 1927.

O. P. Kilbourn of Willys-Overland blew into town on Saturday and is preparing to meet the host of Overland dealers who have flocked in for the festivities.

We saw Martin Pulcher of the Federal at the show Saturday afternoon. He is looking robust and happy. "The greatest truck year ever," Pulcher says.

Vincent Bendix is making a comprehensive showing of the products of his company, which has headquarters at the Congress.

The N. A. D. A. hosts are pouring into Chicago for the annual meeting.

C. A. Vane and Lynn Shaw are at the La Salle as usual, and the headquarters is about the busiest place in town.

Frank Connolly is in town, handling the very interesting exhibit of the Valentine Company, which is on view at the Congress Hotel.

Prof. Runner of Iowa University has just brought in a new collection of Newels from his institution, making a brand new and very interesting display.

Ran into R. A. Rawson, general sales manager of Elcar, in the lobby of the Palmer House and he imparted the interesting information that his company during the month of January registered a 300 per cent. sales gain over the record of the same month last year. The Elcar organization also signed up more dealers in New York and so far in Chicago than ever before in its history.

J. W. Johnson, president of the Byrne-Kingston Company of Kokomo, Ind., died suddenly at his home yesterday.

Met Joe Maynard of the Richardson Company in Chicago Room at the Palmer House. He is located at this hotel, there having been a mix-up in his first reservation.

Bill Stout, or, perhaps we should say, William B., head of the Ford airplane division, is in town. Stout is going to speak at the Franklin luncheon tomorrow.

Hudson Co. Starts 1,200 Cars Per Day Production

Detroit, Feb. 1.—The Hudson Motor Car Company closes January with an output of 12,000 Essex cars, and, starting today goes on a schedule of 1,200 cars a day, comprising 700 Essex and 500 Hudsons daily or a total of 26,000 cars for February.

This is the biggest February schedule in the history of the company and is the largest daily schedule of Hudson cars ever attained. No Hudson cars were produced in January.

The company Saturday advertised for machinists of all kinds for day and night shifts and the employment department was open all day Saturday and Sunday selecting men for the increased schedule. A number of departments were recently placed on a two-shift basis to meet the advanced schedule.

NASH MOTORS PAYS TAX OF $1,044,000 IN KENOSHA

Kenosha, Wis., Feb. 1. — The Nash Motors Company leads the list in Kenosha of personal property and income taxes with a check for $1,044,000, which was turned in on the last day for payment of such taxes. Within fifteen minutes after the check was received, it was in a local bank, receiving interest for the city.

Pulcher Outlines Year For Federal Truck Men

CHICAGO, Feb. 1.—Dealers of the Federal Motor Truck Company, about 125 strong, met at the company's show luncheon in the Congress this noon, to hear the messages of officials for 1927. They came from the Chicago district, which is counted on for a full quota this season, so far as sales are concerned.

M. L. Pulcher, president of Federal, was the principal speaker, and he gave the guests of the factory a rousing talk on 1926 in retrospect, and 1927 in anticipation. He told the men something of the changes that had been made at the factory, providing for additional production through the introduction of new machinery and equipment.

He added that a survey of the field indicated that at least 200,000 additional buyers for trucks were in the market now, declaring that the commercial vehicle was just beginning to come into its own. Mr. Pulcher stressed the importance of the export field as a factor in 1927 business, but added that he counted absolutely on the domestic market to set new records.

"Here in America," said the president, "close to 4,500 real dealers have seen the possibilities of the truck market, and are preparing to make the harvest. The energetic man is certain to have his reward in the immediate future. Remember that you are merchants of transportation, and that your field is just opening up to its possibilities."

John M. Howard, Federal's advertising head, outlined the company's program for 1927, which includes a more widespread appeal than formerly. He pledged to the dealers his word that the co-operation of the factory was solidly behind any effort they might make. R. T. Hodgkins, director of Federal sales, followed closely with a reinforcement of what had been said by President Pulcher. F. P. Soper, in charge of wholesale efforts, indicated what he feels are the opportunities offered in his particular branch of sales work.

George Dow, in charge of Federal service, gave details on what the service end of the commercial vehicle business is now equipped to do, and R. F. Townsend, offered some suggestions to the dealers, pertinent to their problems of equipment and service promotion.

Studebaker Banquet to Be Held Tomorrow

South Bend, Ind., Feb. 1.—As part of its diamond anniversary celebration, the Studebaker Corporation will be host at a banquet to Studebaker dealers from all sections of country in Congress Hotel, Chicago, Thursday night.

Paul Hoffman, vice-president of the Studebaker Corporation, will be toastmaster, and addresses will be delivered by Dr. C. A. Lippincott, head of the factory co-operative department; Harold Vance, vice-president, in charge of engineering, and J. M. Cleary, sales manager.

A three hundred pound cake, bearing seventy-five candles, will be cut. Attendance is expected to rival the 1,123 dealers who were present at a similar banquet at the New York show.

for Economical Transportation

CHEVROLET

In arresting beauty, the closed models of the Most Beautiful Chevrolet are matched by the Touring Car and Roadster. These two open models, with their paneled and beaded streamline bodies, justify the closest comparison to the costliest of cars—and enable Chevrolet dealers to dominate the low-priced market with a full line of automobiles, all of equally impressive value.

Touring	$525	Coach	$595
Roadster	$525	Sedan	$695
Coupe	$625	Landau	$745

Sport Cabriolet $715

All prices f. o. b. Flint, Michigan.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Flying Cloud Continues To Impress Spectators As Big Reo Achievement

CHICAGO, Feb. 1.—If it is true that the Chicago National Automobile Show, timed after that in New York, serves the industry as an indicator of real business conditions for the year, it will be smooth sailing for the Flying Cloud.

However, to continue the simile, the Flying Cloud will go fast and far in 1927, even if the industry's sky and sea should prove to be troubled at times. Watch the impression show visitors are taking away from the Reo location and you will agree unconditionally to the foregoing remarks.

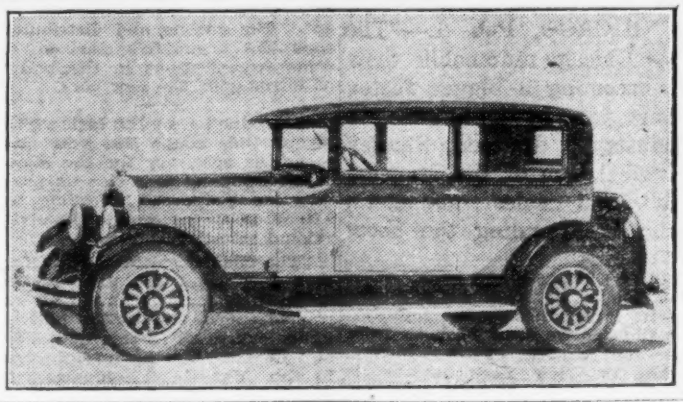
The fact is that the Reo Motor Company, with a reputation for mechanical excellence of product, has decided in 1927 to clothe its automotive product in a body that is in full keeping with the present day of design—a long, low body of straight lines, with just a minimum of curves to mold them into a harmonious whole. A high body line contributes to the low appearance of the Flying Cloud, and the forward and back curves of the roofline suggest the readiness of a graceful, living thing, all ready and poised for flight.

Built on a 121-inch wheelbase, the Reo line includes five styles, ranging from $1,595 to $1,845—brougham and sedan for five passengers, victoria for four, three-passenger roadster and two-passenger sport coupe. Effective finishes have been achieved by the use of lacquer colors, shoalwater blue being the principal color used. Interior decorations are on a par with the outside finish, a Cellini motif being strikingly employed in the upholstery. Among the several new touches incorporated in the Flying Cloud cars, the beamed ceiling of the sedan is one that is worthy of note.

Mechanically, the outstanding points in the Reo Flying Cloud are a six-cylinder 3¼ by 5 engine, with seven-bearing crankshaft and four-bearing camshaft, which delivers 65 b. h. p.; vibration dampener on the crankshaft; chrome-nickel steel valves; pressure lubrication by means of gear-type pump, with oil filter; Schebler carburetor, air cleaner; semi-automatic spark control; thermostatic control of cooling system; electric generator, also controlled thermostatically; clutch and transmission mounted in unit with the engine; semi-floating rear axle and I-beam section reverse Elliott type front axle, both roller-bearing equipped; pressed steel frame, 6 inches deep; semi-elliptic springs of manganese or chrome-vanadium steel, of 37 and 55 inches length, respectively, front and rear; cam-and-lever steering gear; pressure-gun chassis lubrication.

Equipment includes 30 by 6.20 balloon tires; tilt-ray double-filament headlights; automatic windshield cleaner, vacuum type; hydrostatic gasoline gauge, speedometer, ammeter and oil pressure gauge on instrument panel; bumpers, front and rear; hydraulic shock absorbers, front and rear; locking type tire carrier. A one-piece windshield, opening outward, is a feature. The interior of the car is fitted with every convenience, from rear view mirror to vanity and smoking set.

REO FLYING CLOUD BROUGHAM, one of the most striking models of the new Reo line, which is attracting unusual attention because of its effective two-tone color scheme, beautiful lines, luxurious appointments and full equipment.



Gramm Motors to Boost 1927 Output

Delphos, O., Feb. 1.—Business already contracted for in 1927 by the Gramm Motors, Inc., manufacturers of motor coaches and trucks, will necessitate increasing the gross volume of business of 1926 by four times, according to the report at the annual stockholders meeting here.

The report on the year's business was considered highly gratifying and the regular dividend on preferred stock was declared and ordered paid. The plant has been placed in first-class operating condition and its efficiency has much to do with the success of the company, it is pointed out.

In order to provide additional working capital on account of several large contracts an increase of $150,000 in capital stock was authorized. The following officers were re-elected for the year: B. A. Gramm, president and treasurer; Willard J. Gramm, vice-president and factory manager; E. T. Lippincott, secretary and counsel. These officials, together with Joseph Jettinghoff, H. S. McLeod, Arnold King and Homer Davies, comprise the board.

CANADIAN CARS SENT TO ENDS OF THE WORLD

Montreal, Feb. 1.—Of the 50,000 or more passenger cars exported last year, Australia took 1,100, all of them of $500 or less in value. Cars went from Canada to the United Kingdom, British East Africa, British India, Straits Settlements, Trinidad and Tobago. They also went to Fiji, New Zealand, Argentina, China, Dutch East Indies, Japan and Uruguay.

TIRE EXPORTS DURING DECEMBER SHOW GAINS

Washington, Feb. 1.—Automobile tire and tube exports in December showed an increase of 6.4 per cent. over the same month of 1925, the Department of Commerce announced today.

A total of 152,707 casings, valued at $2,045,727; 90,715 inner tubes, valued at $206,042, and tire accessories valued at $117,648 were exported last month. Argentina, United Kingdom, Brazil and Japan, in the order named, were the best customers of the industry during December.

VINCENNES A. D. A. PLANS SHOW FOR FEBRUARY 9-12

Vincennes, Ind., Feb. 1.—The local Automobile Dealers' Association has made arrangements for an automobile show to be held here from February 9 to 12. Accessories and radios will also be prominently displayed at this event.

SAFETY COMMITTEE ELECTS

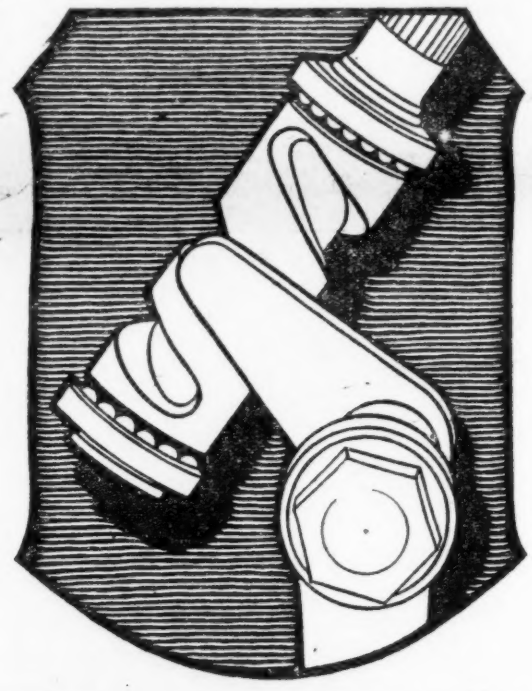
Milwaukee, Wis., Feb. 1.—The Milwaukee Safety Committee has re-elected Berry O. Powell chairman for the fifth consecutive year. William Knoelk was elected vice-chairman and Dr. M. W. Sherwood secretary.

CANARY ISLANDS GAS TAX

Washington, Feb. 1.—By a recent Spanish royal decree, a gasoline tax of 8 centimes per liter is being imposed in the Canary Islands. The revenue is to be used in repairing and conserving highways.

LIMA RAISES DUTY

Washington, Feb. 1.—The Tariff Board of Peru, after consultation with automobile dealers in Lima, has imposed an additional duty of 15 per cent. on all automobiles valued in the Lima market at more than 500 Peruvian pounds.



ROSS

CAM and LEVER STEERING GEARS

"Double Your Ability to Handle Your Car"

Standard equipment on more cars, trucks and buses than any other steering gear . . . because they produce easier steering, dependable control and greater safety.

Ross Gear & Tool Co., Lafayette, Ind.

Coliseum, Space 91

Harry Hartz, 1926 speed king, won his races with car equipped with 62 New Departure Ball Bearings.

New Departure Ball Bearings Withstand Severest Possible Service Tests

FOR five years these bearings have been exclusively used by practically every racing driver in the great motor speedway classics.

For five years every new world's record has been made on New Departures.

And in all this time the many New Departure equipped cars in many races have not had a single case of bearing failure.

These facts are significant of the quality stamina and superior efficiency of New Departures.

THE NEW DEPARTURE MFG., CO., BRISTOL, CONN.
DETROIT - - CHICAGO - - SAN FRANCISCO

New Departure Ball Bearings

540

SPARKS from CHICAGO

Around the Show

* * *

Signs

* * *

Shop Equipment

* * *

By Walter Boynton

A TRIP through the service station equipment section of the show gives some curious reactions. Some one with taste for sign writing has decorated the walls of the section with some curious samples of the English language.

For example, over the fruit and candy stand is a sign bearing the legend: "The Truest Test of Quality Is Performance in Service." This must be taken as being of very general application. For example, if your wife buys a fur coat and the fur performs cleverly, it may be taken that the garment is giving excellent service. If, for instance, it sits up and begs, rolls over, plays dead and barks for a lump of sugar, you and your wife may both be absolutely certain that you have bought a fur of the highest quality.

If, on the other hand, it declines to do any of these parlor tricks, you may safely have her discard it, on the ground that it is not measuring up to its potentialities of service.

* * *

"SERVICE," another sign reads, "Means Making It Possible for the Customer to Enjoy the Uninterrupted Use of His Purchase." I noted a good deal of very ingenious machinery and equipment in the section that seemed to be capable of doing everything short of actually talking, but up to the moment of leaving I did not see any types of repair apparatus that could be attached to the running board of the car, to function as the vehicle went about its business. Apparently, this type of repair equipment is not on the market, in spite of what the sign says. If it ever is offered for sale, and can make repairs while the owner is comfortably driving his motor vehicle about the streets, it is certain that that particular form of machinery will meet with a large and enthusiastic public of buyers.

* * *

"Profit Dollars," still another prominently displayed sign reads, "Grow Thickest Where Modern Shop Equipment Sowed the Seeds." With this thought in mind, I looked carefully for some kind of potato planter or other agricultural apparatus on sale, but the nearest I could come to it was the display of the Hayes Pump and Planter Company, down in Illinois. They seemed to come pretty close to filling the bill—though perhaps that was not just precisely what the sign writer had in mind.

* * *

SPEAKING of service, one man was observed looking about, apparently seeking for something that he could not find. On being questioned, it developed that he was on the quest for a service station for his trick cigarette lighter, which had declined to function at several crucial moments. He was doubly disappointed, for the reason that first aid stations for these modern contributions to occasional convenience already have a place in the scheme of things in New York and in Detroit. The prediction is made that Chicago will fall in line before long and supply the wistful smoker with the means to set fire to his tobacco.

* * *

SERIOUSLY, the Shop Equipment Section of the Show, on the second floor of the North Hall, repaid a visit quite as well as one to the exhibits on the main floor and elsewhere. The progress made in the means for keeping motor vehicles in the pink was clearly mirrored in the machinery and equipment shown, and the service station actually furnished with available machinery and equipment for major repair or minor maintenance is in a better position than ever to keep the customer smiling.

* * *

OVER in the Lincoln exhibit was a car bearing a handsomely executed greyhound on top of its radiator cap. It is about twice the size of the silver greyhound borne as a sign by the King's Messengers. One lady, who stopped in front of the space, said to her escort: "Why, I always thought that the Whippet was a small car. I'm surprised to see what a big car it is." The escort and the Lincoln attendants joined in explaining to her that there was really more car to the square inch under the dog than met her eye at first glance.

AUTOMOTIVE BUSINESS IN CHARLOTTE IN 1926 EXCEEDS $100,000,000

Charlotte, N. C., Feb. 1.—The business done by the automotive industry in Charlotte in 1926 was in excess of $100,000,000, according to the annual report of the Charlotte Automotive Merchants' Association. The increase over 1925 was $25,000,000.

It is believed by persons here in close touch with the automotive business in general that Charlotte leads the entire South.

The figures from the report are:—

Automobiles—Wholesale	855,993,644.94
Retail	4,391,823.06
Trucks—Wholesale	2,792,809.90
Retail	582,893.26
Gas and oil—Wholesale	17,428,183.07
Retail	3,240,829.39
Tires—Wholesale	13,003,426.24
Retail	716,711.23
Accessories and parts—	
Wholesale	2,094,045.85
Retail	709,631.63
Batteries—Wholesale	188,887.50
Retail	89,099.15
Shop labor	680,578.99
Total	$101,912,566.21

TRADE COMMISSIONER

Washington, Feb. 1.—The Department of Commerce today announced the appointment of Merwin L. Bohan of Dallas, Tex., formerly manager of the Mexican branch of the United States Rubber Export Company, as United States trade commissioner at Havana, Cuba.

HEATING PROCESS

Washington, Feb. 1.—An invention has recently been approved in France for the heating of automobile and airplanes by means of hot water or hot air, according to a report to the Department of Commerce.

ARGENTINE SALES

Washington, Feb. 1.—Sales of passenger cars in Argentina showed a gain December as a result of the show held in Buenos Aires, the Department of Commerce was informed today.

Flying glass is responsible for 65% of all injuries in automobile accidents.

Protect yourself and those with you with Triplex. Even in a tremendous crash it will do not more than crack.

Triplex Safety Glass Company of North America

Hoboken Terminal,

Hoboken, N. J.

PROTECT WITH CLEAR VISION

TRIPLEX

THE GLASS THAT WILL NOT SHATTER

The Greatest Light Six Line

1927 promises a great increase in the sale of Light Sixes priced at less than $1,000. The Star Six line offers the widest range of models — seven passenger cars and a ton truck—$725 to $975. These eight types are unsurpassed in power, efficiency, quality, design and appointments.

AGAIN IMPROVED

Low-cost Transportation

Star Cars

Improved Four and Six

DURANT MOTORS, Inc. General Sales Dept., Elizabeth, N. J.

Dealers' Headquarters during Chicago Show

BLACKSTONE HOTEL

Rickenbacker Cars Lead In Designs and Values

Chicago, Jan. 31.—Striking designs and striking values—that is the consensus of show visitors who have been looking over the crowded exhibit of the Rickenbacker Motor Company at the National Automobile Show.

There are in all eight body styles, built on three chassis, with prices as follows:—

6-70 Series	
Buckingham 5-p. sedan	$1,595
Oxford 5-p. brougham Victoria	1,645
8-80 Series	
Inverness 5-p. sedan	1,795
Exeter 5-p. brougham Victoria	1,845
8-90 Series	
Marlboro 5-p Victoria	2,595
Gainsboro 5-p. sedan	2,595
Dufferin 7-p. sedan	2,695
Dumbarton 7-p. berline	2,895

Blue is the chosen color in 1927 Rickenbackers. Two-tone blue effects are used on the 8-90 cars, while the 6-70 and 8-80 styles are finished in blue on the lower panels and black on the upper structure.

Excepting size, all three chassis are similar mechanically. The 8-90 is as characteristic of Rickenbacker design as either of the other cars. It has an eight-in-line 3¼ by 4¾ engine rated at 95 horse power, nine-bearing crackshaft, eight-bearing camshaft, Delco ignition, Bosch double-reduction starting motor and generator, two Zenith carburetors, each of which is fitted with an air cleaner; impeller-type water pump. Clutch and transmission are mounted in unit with the engine, the spiral gear-driven rear axle has adjustable taper roller bearings. The frame has six cross members; wheelbase is 136 inches. Mechanical four-wheel brakes are used.

B. F. Everitt
President

NEW AUTOMOTIVE PLANTS ENTER LOS ANGELES FIELD

Los Angeles, Feb. 1.—During the year 1926 more than three hundred new factories started operations in this city. Among the new automotive firms entering the city were the Acme Machine Company, manufacturer of tractors; Battery Products Company, Chemicure Auto Products, Denby Motor Truck Company, Joy Manufacturing Company, gas pumps; L. A. Coach and Body Works and Lewis Steel Wheel Company.

NEW CLUB FORMED

Barberton, O., Jan. 31.—Periodical luncheon or dinner meetings and other social activities are planned by the newly organized Automobile Dealers' Association of this city. J. W. Trego has been named president of the new group.

BRAZIL DUTIES UP

Washington, Feb. 1.—Import duties in Brazil on passenger cars, including bodies; trucks, including bodies, and motorcycles have been increased effective April 8, the Department of Commerce is informed. Detailed information for American exporters may be obtained by communicating with the automotive division of the department here.

DAVIS DECLARES INDUSTRY SOUND

By WALTER C. DAVIS,
Secretary and sales manager the George W. Davis Motor Car Company

RICHMOND, IND., Feb. 1.—In our experience, extending back a full twenty-five years, we have never known a time when the motor car industry was so stable, so solidly organized, and so definitely operating on the basis of intrinsic value to the owner.

When you analyze the situation today you must agree that there are very few freaks, very few fanciful ideas of manufacturers being foisted upon the public.

W. C. Davis

Practically, all motor cars are being sold on the basis of actual day by day service to their owners. There is no longer any novelty in the making or owning of an automobile. Engineers, dealers and owners all have quit playing with the motor car.

Today we find the motor car considered by practically everybody as an essential feature of equipment for enjoying life. It is a means of transportation, not a toy. It is for use every day in the week, and not merely on Sunday. It is for everybody to drive, and not merely those who are clever with tools.

Therefore, it is typical of the development of the motor car industry that in our Silver Anniversary Davis model, produced this year to celebrate the completion of twenty-five years of success, we have incorporated such features as the Continental motor, Delco ignition, Warner transmission, Borg & Beck clutch, Lockheed four-wheel brakes, Timken bearings, Ross steering, Duco finish and others of recognized superiority.

INVESTIGATE
THE TRUCK BUSINESS!

Thousands of Dealers are Making *Bigger* Profits selling *both passenger cars and trucks*

A distributor in a city of 75,000 population has made an average profit of $25,000 a year for the past ten years selling Federal trucks.

Another dealer selling passenger cars and Federal trucks in a middle western city of 30,000 population made a net profit of $6,000 on 22 Federal trucks in 1926.

Neither of these records is exceptional, hundreds of distributors are making big profits selling Federal trucks.

Consider these attractive features: an all-year business—no seasonal ups and downs—no style fads or frequent model changes—*and* the simplest trade-in problem you've ever known.

Your initial outlay for the truck business need not be large. With 17 years of experience—and a line of trucks which meets every prospect's needs—Federal is in a position to help you make profits *the first year.*

FEDERAL MOTOR TRUCK COMPANY, DETROIT

The Federal Scout at $995
One Ton Truck

—caps the climax of Federal's 17 successful years of exclusive truck building. Built entirely of truck parts, the "Scout" is the world's lowest priced one ton *all* truck.

Remember—70% of all trucks sold are one ton capacity, and the "Scout" offers you the greatest opportunity for profit in motor truck history.

See The Federal Scout at the Chicago Show—First time exhibited in the West.

FEDERAL
Motor Trucks

What WILLYS-OVERLAND *Dealers can sell to prospects in any price class*

Overland Whippet *and* Whippet Six

Modern engine—Modern chassis.
Gas and oil economy.
Four-wheel brakes — Lowest priced cars so equipped.
Ease of handling.
Narrow front pillars—clear vision.
Horn, spark and throttle controls on steering wheel.
Exceptional power in proportion to weight.
Wide range of flexibility.
Low center of gravity.
Oversize tires.
Snubbers on front springs.
Adjustable steering wheel.
Worm and gear steering.
Lightweight single-plate clutch.
Force-feed lubrication.
Metal and oil-tight universal joints.
Generous proportions of vital parts—crankshaft, bearings, etc.
Interchangeable Chadwick-type crankshaft bearings.
Anti-friction thrust bearings on king pins.
Alloy valves—valve lifters removable from the side.
Integral fan and water pump shaft.

"70" Willys-Knight 6 *and* Willys-Knight Great 6

Engine improves with use.
118 to 158 fewer engine parts to wear.
No valves to grind.
No valve springs to lose temper.
No tappets to become noisy and have to be adjusted.
Carbon does not reduce power.
No upkeep cost for removal of carbon.
Silent chain-drive for engine timing.
Oil rectifier prevents crankcase dilution.
Air cleaner on carburetor.
Thermostat temperature control.
Exceptionally effective four-wheel brakes.
Separate emergency brake system.
Belflex Shackles reduce noise, improve riding qualities and silence chassis.
No spring shackles to clatter.
No spring shackles to be greased.
No spring shackles to be rebushed.
Shock absorbers.
Timken Bearings in wheels and steering pivots.
Head-light control and horn at finger tips, when hand is on the wheel.
Narrow pillars—clear vision.
Gasoline gauge on dash.
Gasoline strainer.
Adjustable front seats.

Therefore we say

ENGINEERING LEADERSHIP IN EVERY PRICE CLASS

Willys-Overland

FINE MOTOR CARS

Write for Franchise details. Sales Dept., Willys-Overland, Inc., Toledo, Ohio—Willys-Overland Sales Co., Ltd., Toronto, Canada.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
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A Rubber Reserve

IN a joint report, recently issued by expeditions sent out by the Department of Commerce and the Department of Agriculture, attention is called to the existence of a tremendous rubber reserve in the Amazon valley of Brazil. Our first rubber came from Brazil, and it was all of the wild or jungle type. After the huge rubber plantations in the Orient came into bearing, it was found that cultivated rubber could be marketed at considerably under the price of the jungle rubber, and almost overnight the rubber industry of Brazil died out.

When the British restriction laws two years ago raised the price of rubber over the low levels that overproduction had brought about, interest in the Amazon rubber districts revived. A certain amount of crude rubber gathered in the jungle was actually marketed. However, this did not lead to any real revival of the Brazilian rubber industry.

The American expeditions were sent out to determine whether the present situation in the Amazon valley would allow us to depend on this region as a possible rubber reserve. They found that all the rubber growth of Brazil is still of the jungle variety. No plantations of importance have been started, although much of the region is undoubtedly adapted to cultivation of the havea tree. They found that methods of gathering the wild rubber are inefficient and wasteful. Tapping usually results in the death of the tree, which is, of course, wicked.

The encouraging feature of the report lies in the fact that the expedition found vast numbers of rubber trees flourishing in the jungle, and these wild haveas do furnish a reserve which could be tapped in case a crisis of any sort cut off the Eastern supply. In case the price of rubber rose to a point which would make exploitation profitable, a large supply of rubber could be obtained from the Amazon jungles in a short time. The labor problem is one of the most serious obstacles to rapid production, but even that could be overcome if the need for quick action arose. It is comforting to know that a reserve of this modern necessity exists and can be made available in case of dire need.

No More Doldrums

NOW that the industry is through with its annual November, December and January storms, it is safe to give a weather report of no more doldrums for 1927.

It may be, of course, that next November and December will be not very good, and if that happens we shall have the usual flood of reports from voluntary observers who will have it all very carefully worked out to the effect that the end of the automobile business has come. And as usual there will be a certain amount of worry within the automotive family.

But in this business, more than any other, the words of the poet made still more famous in the novel—"If Winter Comes Can Spring be Far Behind?"—are particularly true.

The clouds always lift. There is fair sailing.

Translated into definite terms, this means that the big production schedules now going forward in Detroit, South Bend, Toledo, Indianapolis, and elsewhere, are based on a knowledge of the trade which is established on factors as reliable as the rotation of the seasons. Trade is already opening up in many areas, and there is good reason to believe that 1927 will be the best year which the industry has ever enjoyed.

Evansville Dealers Install Officers

Evansville, Ind., Feb. 1.—The newly elected officers of the Evansville Automobile Dealers Association for the year of 1927 have just been installed in office.

They are: John Fellwock, manager of the Fellwock Auto Company, president; Otto C. Hartmetz, president of Hartmetz Brothers, vice-president, and Walter Schnake, manager of the Schnake Motor Company, secretary-treasurer. The organization numbers thirteen of the twenty-five distributor and dealer firms of the city.

Plans are under way for the association's annual automobile show to be staged at the Coliseum, March 8 to 12.

ELKS MAGAZINE
Largest Magazine for Men
850,000 Circulation
12,000 Identified Dealers
"It's the man who buys motor cars."
ELKS MAGAZINE
50 East 42d Street, New York City

Valentine's Color Experts Matching Nature's Fairest Jewel Colors at The Field Museum, Chicago

Probing the secrets of Nature's finest Color Harmonies

–To help you Sell Cars!

The Muzo Emerald and its natural setting in Mica-Schist from which one of the lovely new Nitro-Valspar Color Harmonies was obtained.

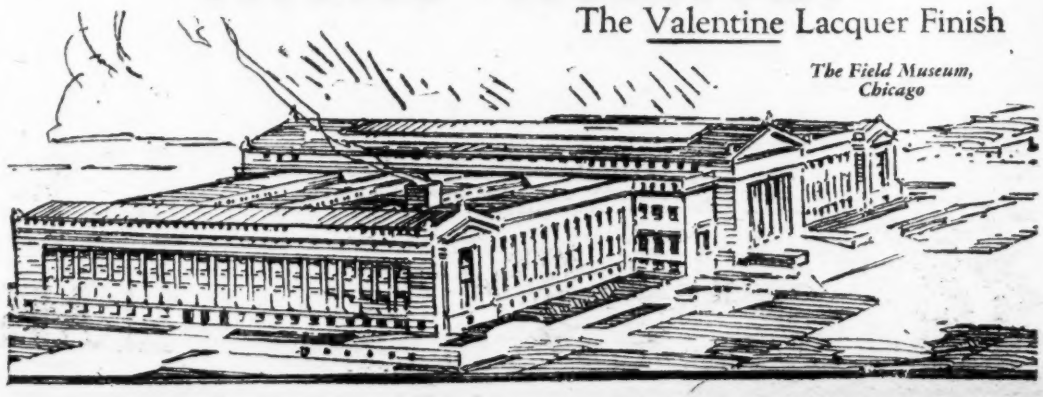
BECAUSE Color plays so important a part in selling today, Valentine & Company have carefully studied the whole question of Color in its relation to Automobile Sales.

Research at The Field Museum, Chicago, and the American Museum of Natural History, New York, led to an exhaustive study of the famous Jewel Collections there available, because in these Jewels are found a wealth of lovely new colors and color combinations in hard surfaced materials that approximate closely the finish of an automobile.

The result is the new series of Nitro-Valspar Jewel Colors

No words can do justice to these fascinating Nitro-Valspar Colors. So we invite you to visit the Jewel Color Exhibit at the Hotel Congress, Rooms 1170-1172 during Show Week. There you will see the original jewels and the Nitro-Valspar Colors made to match them.

NITRO-VALSPAR
The Valentine Lacquer Finish



The Field Museum, Chicago

New Federal Scout Truck Is Dealer Opportunity; On Display at Chicago

CHICAGO, Feb. 1.—Seeing the opportunity for dealers to increase their sales volume and profit with no appreciable increase in their overhead expense, many of them are coming to Chicago to thoroughly investigate the trucks on display at the annual exhibit being held in the Coliseum.

According to M. L. Pulcher, president and general manager Federal Motor Truck Company, Detroit, the regular automobile dealer who has included the sale and servicing of motor trucks as a regular part of his business, has, in most instances, not only been very successful, but also found that his truck department has shown a far larger percentage of profit for the number of units sold than he realized from his passenger car sales.

M. L. Pulcher

"During 1926," said Mr. Pulcher, "there were approximately 530,000 motor trucks sold in this country. Of this total, 70 per cent. were of one-ton capacity. Of the annual total, about 131,000 were sold to road contractors and builders. A check-up also indicates that the regular automobile dealer was responsible for a big share of the sales made in the one-ton class."

"The regular car dealer," according to Mr. Pulcher, "who has not been getting his share of this business is realizing the fact that he has been passing up an excellent opportunity to increase his profits and also finds upon checking into the matter that the addition of a truck department does not require any great increase in capital investment or in the overhead expense of conducting his business. As a result our experience here at the Chicago show is similar to that which we had at New York only a week ago, with many inquiries from regular automobile dealers as to the sales and money making possibilities in the truck field.

"The Federal Motor Truck Company," pointed out Mr. Pulcher, "offers the regular car dealer a real opportunity to augment his automobile activities with a line of trucks that are favorably known and built in capacities to meet practically every requirement in motor transportation. The introduction of the new one-ton Scout model opens to our dealers the field in which 70 per cent. of all trucks were sold last year.

"The new Federal Scout is also the lowest priced truck built entirely of truck units offered the buyer of today and has behind it the better than twenty-five years of experience of an organization which has always devoted all of its time and energy to the building of nothing but motor trucks. Our present dealer organization is already demonstrating that this new model can be readily sold, and we feel confident the Federal Scout has placed our dealers in a position to obtain a fair share of the business which will be done during the coming year in the one-ton truck field.

"With the marked trend on the part of the regular automobile dealer," said Mr. Pulcher, "to also represent an established and financially sound motor truck manufacturer, it is interesting to note that many of our most successful retail representatives are also car dealers who for the past several years have found their truck department far more profitable than the passenger car part of their business."

NEW HAVEN HAS BIG MOTOR SHOW

Industrial Exposition Includes 30 Makes Of Automobiles

New Haven, Feb. 1.—Thirty different makes of automobiles represented the automotive section in the extensive exposition of industries and products conducted here last week under the auspices of the local Chamber of Commerce.

The New Haven Automotive Dealers' Association arranged for the motor show which proved the outstanding feature of the exposition. The building which housed the 1,000 or more exhibits, belongs to the Winchester Company and is about three times as big as the Grand Central Palace. All available space was sold out.

Among the notable exhibits were a model railway exhibited by the New York, New Haven & Hartford Railroad Company, a vitaphone theater operated by the Southern New England Telephone Company, several complete buildings erected on the various floors, dwelling houses, garages, and factory buildings. Several complete factories demonstrated the operating and manufacturing of their products.

Yale University, public schools, libraries, Red Cross, dairy interests, laundries, manufacturers' associations, electric light and gas companies, all types of refrigeration, electrical engineering equipment and devices, band saw-making machinery were included in the exhibits.

Wisconsin Plans Extensive Highway Program for 1927

Milwaukee, Wis., Feb. 1.—Three miles of concrete highway will be laid in Wisconsin in 1927 for every two miles laid in 1926, according to the program of the State Highway Commission, co-operating with the Federal government and the counties.

Last year 204 miles of concrete were laid, at an average cost of $28,650 per mile, including grading and culverts. The average thickness was 7 inches and the average cost per square yard was $1.94. Chief Engineer J. T. Donaghey of the Wisconsin State Highway Commission declares this cost lower than in any other American state for like work.

In addition to the concrete construction, 1926 brought 211 new bridges, costing $1,675,000, heavy surfacing of 225 miles of road and light surfacing of 800 miles of road. Mr. Donaghey gave the condition of the 10,000-mile Wisconsin state highway system at the end of 1926 as follows:—

Two thousand seventy miles are surfaced with cement concrete; 115 miles are surfaced with bituminous macadam; 410 miles are bituminous surface treated gravel; 5,375 miles are gravel or fine crushed stone; 150 miles are sand clay surface.

CONGRESS "SOLD" ON GOOD ROADS FOR NATION

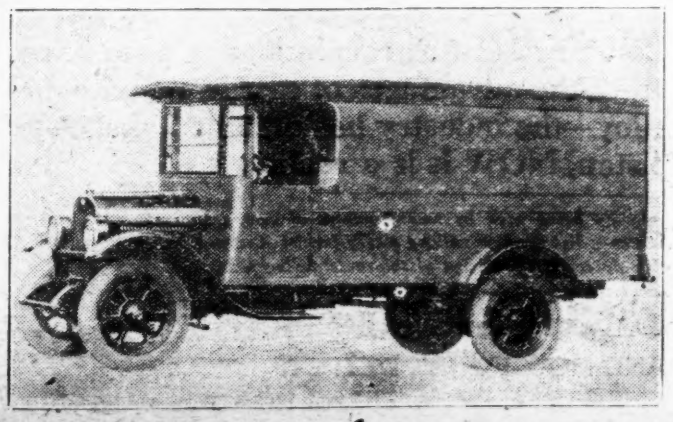
Special from A. D. N. Washington Bureau

Washington, Feb. 1.—Congress is "sold" on the idea of good roads.

This fact was attested in the handling of the annual appropriation bill for the Agricultural Department, which has supervision over Federal aid highways. When the measure went to conference between the House and Senate conferees a total of $85,000,000 was eliminated, none of which, however, was cut from the Federal aid highway fund.

The bill, which has just been signed by President Coolidge, carries a total of $128,000,000, of which $75,000,000 is for roads.

NEW FEDERAL SCOUT one-ton truck, with panel body, one of the biggest attention-getters at the Chicago Automobile Show, which is building up a dealer organization all its own, among passenger car firms desiring to enlarge their field.



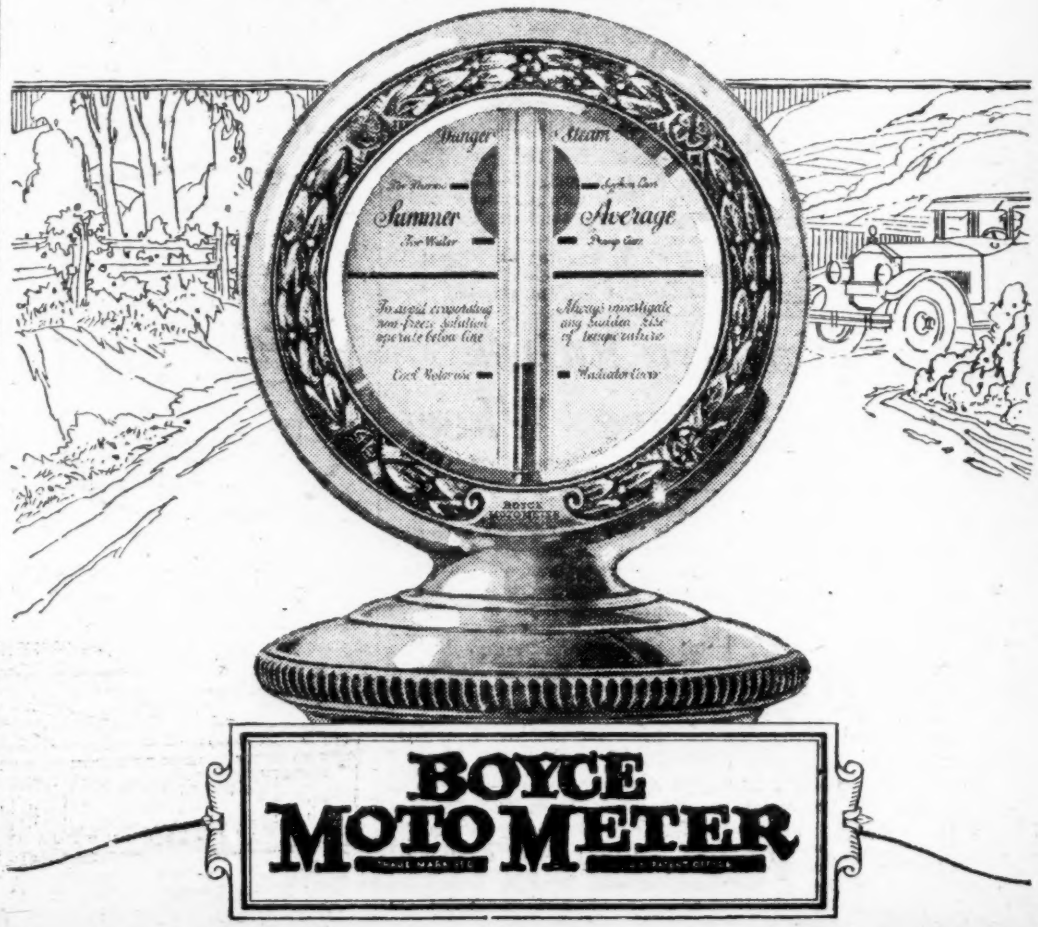
The 1927
Equipment Sensation
Triple Profit
Triple Protection
—*Yet the Buyer Pays No More*
Bumpers Worthy of Greater Cars

SHELDON Air-Cushion Bumpers
Passed by Underwriters' Laboratories
The "Big 3" Lines of Defense
BOOTH 214 & 216

MORE than half the motor cars of this country are equipped with Boyce Moto Meters—impressive evidence of the value of this unfailing, accurate motor heat indicator.

Drivers *everywhere* appreciate the protection a Boyce Moto Meter affords. On the radiator cap, its position is the only place on a car constantly and directly in the driver's vision.

THE MOTO METER COMPANY, Inc., Long Island City, N. Y.
THE MOTO METER CO., OF CANADA, Ltd., Hamilton, Ontario
Factories also in: England, France, Australia, Germany



BOYCE MOTOMETER

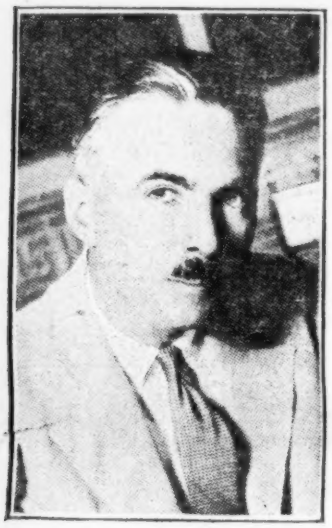
Safety and Beauty Are Combined in Gardners; Displayed at Chicago

CHICAGO, Feb. 1.—Much interest is being shown by Coliseum visitors in the exhibit of the Gardner Motor Company, Inc., in this firm's new line, which is divided into series 80 and series 90—both eight-in-lines—which this year have been designed with a special eye to safety of driving and at the same time present really beautiful appearance.

Following are the models and prices of these two series:—

Series 80	
Five-pas. stand. roadster	$1,395
Five-pas. de luxe roadster	1,495
Five-pas. standard sedan	1,695
Five-pas. de luxe sedan	1,795
Four-pas. sport coupe	1,695
Four-pas. de luxe coupe	1,795
Series 90	
Five-pas. roadster	$1,995
Five-pas. sedan	2,295
Five-pas. victoria	2,295
Five-pas. brougham	2,295

The improvements which have been incorporated in the 1927 Gardner cars include a double-drop frame with five tubular cross



R. E. GARDNER, JR.
President, Gardner

members riveted to the seven-inch side channels. The center of gravity is low, making fast turning around corners a safe performance. Automatic, equalized spring bolt lubrication is another novel feature. Oil filter, gasoline strainer and air cleaner have been included in the engines.

Handsome colorful bodies are shown at the Coliseum which are equipped for every comfort of the owner, with clear vision ventilating windshield, gasoline gauge on dash, finest quality Chase Velmo upholstery, walnut panels on instrument board and window ledges, inclosed four-wheel brakes, special vibration dampener, head lamps with double filament bulbs, rear vision mirror, stop lamp, automatic windshield wiper, distant control locks for doors and new type ignition switch. It includes also a genuine full walnut steering wheel, heat indicator on dash, handsome Griffin insignia on radiator cap, nickel radiator, tire cover, snubbers all around, handsome heavy bumpers front and rear, automatic centralized chassis lubrication, gasoline strainer, thermostatic heat control and balloon tires.

An idea of effective color schemes used by the Gardner firm can be gained from the following:—

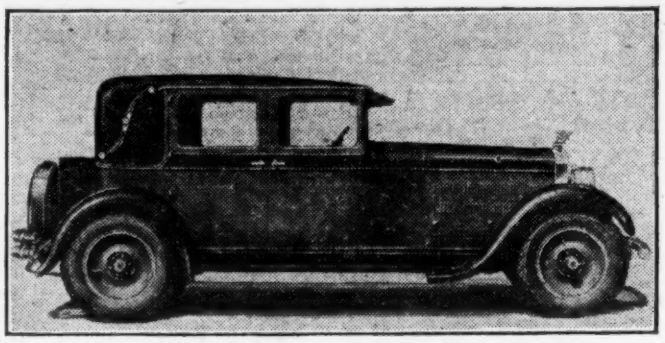
The series 80 sedan is done in dark Ambato green below the belt and in light Ambato green above the belt and on the top of the hood. In the series 80 roadster, maize, fawn and bluejay blend harmoniously to produce a most pleasing effect, especially for those who have a happy eye for color properly used. Below the belt, the roadster is done in maize; above the belt, in fawn. Moldings are bluejay blue with medium fawn stripe, and wheels are of fawn with bluejay stripe.

The long, low racy Series 90 sedan is done in rich channel green above and below the belt, while the belt, the top of the hood and the front post are in glistening black. Two gold stripes lend an added touch of richness to the black molding, and this richness is further accentuated by louvres edged in gold. The Series 90 roadster is a striking creation, done as it is in light Gardner Ambato green wth black stripes edged in silver on the moldings, and the louvres in the hood edged in black split with silver. The Disteel wheels are of light Ambato green with wide, black stripes edged in silver. All sheet metal parts are of black enamel, except hood sills.

FORT WAYNE PREPARING FOR BIG SHOW FEB. 15-21

Fort Wayne, Ind., Feb. 1.—With the announcement of the standing committees for the year by President Chester G. Schiefer and the furthering of plans for Fort Wayne's motor vehicle show, which opens at the Shrine auditorium Tuesday, February 15, for a one week's run, the Fort Wayne Auto Trade Association has turned all its efforts into a booster activity for the big display. The show committee is composed of Clarence A. Greiger, general chairman; C. Goral, Henry Poinsatte, Thomas Connell and Donald Hayden.

GARDNER EIGHT-IN-LINE SERIES 90 Victoria, a low car unusual in design and appointments, has been designed for economy and all-around safety, both in the matters of driving and parking, with locking and Fedco systems featured by the manufacturer.



Velie Motors Showing Six Styles in 2 Series

Chicago, Feb. 1.—Visitors to the National Automobile Show are displaying a great deal of interest in the exhibit of the Velie Motors Corporation, whose line at present comprises two series, with six styles in all, ranging in price from $1,045 to $1,585.

W. L. Velie
President

The centers of interest are the new coupes, one having been added to each of the Model 50 and Model 60 lines. The Model 50 three-passenger coupe is finished in Musketeer gray on upper as well as lower panels, belt and cowl being Sheraton gray, with black moldings and hairline striping done in vermilion.

Model 50 has a six-cylinder engine, 3⅛x4¼, developing 50 horse power at 2,600 r. p. m. It has valves in the head, a heavy crankshaft fitted with vibration dampener, four-ring pistons, crankcase fume utilizer to prevent dilution, four-wheel hydraulic brakes and Ross steering gear—to cite only a few outstanding details.

In the Model 60 four-passenger coupe three color combinations are optional, each providing a three-tone lacquer finish. Two-tone rose taupe mohair upholstery, arm rest, grip cord, dome light, one-piece windshield, self-locking door handles and smoking case are among the refinements included in this style.

The model 60 engine is 3 3-16x 4⅝, develops 60 b. h. p at 2,900 r. p. m., and the 118-inch wheelbase chassis differs from the smaller model principally on the basis of large dimensions.

AT CLEVELAND SHOW

Alliance, O., Feb. 1.—Twelve Alliance automobile concerns had representatives at the annual Cleveland Automobile Show this week, to take care of Alliance people who visited the show.

Carry two Spares With the T-N EXTRA TIRE CARRIER

When You're Double Sure- You Travel Double Quick

THOMPSON-NEAYLON MFG. CO.
Chicago

Dayton Foundry Builds Artillery Type Wheel

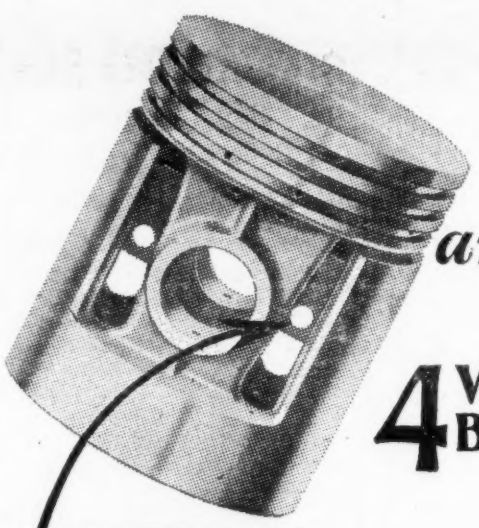
Dayton, Feb. 1.—Having long been established as a prominent manufacturer of steel wheels for trucks and buses, the Dayton Steel Foundry Company decided recently on a very important addition to its line.

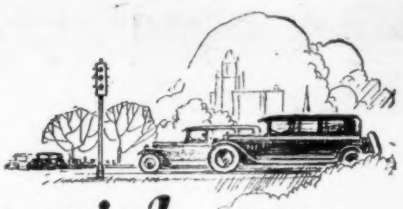
The new product, which was first shown in the East at the New York Automoblie Show and is now attracting considerable attention at Chicago, is an artillery type wheel for passenger cars, designed in every way like the conventional wood wheel. However, the whole wheel is made in one piece, with holes for bolting on a demountable rim, so that its unit construction and the use of steel instead of wood offers a considerable advantage over the wooden product, the appearance of which is completely preserved.

Ever since steel wheels were first introduced for use on passenger cars, motorists have shown a demand for a type of wheel that combines the strength and absence of wear found in a steel wheel, while at the same time having the artillery wheel lines of design that are preferred by a vast majority to the disk and wire wheels.

The new artillery type steel wheels made by the Dayton Steel Foundry Company may be finished either in natural wood color or to match the color scheme of the body work, so that there can be no doubt of the extensive field in which this new product, announced after elaborate tests extending over a considerable period, will find application.

THE LIGHT ALLOY PISTON WITH A STEEL BACKBONE





are to pick up as ~

4 WHEEL BRAKES are to stopping

The Backbone of Steel or Strut

Special Alloy steel struts are cast in to control expansion and maintain satisfactory clearances under all engine operating conditions. The struts are the backbone of piston endurance and life.

Only more so—for you get a big kick—a real thrill out of quick acceleration and only satisfaction from a quick stop.

Still it is hard to sell an automobile today without 4-wheel brakes, but soon it will be even more difficult to sell a car that is not *equipped with Nelson *Bohnalite Pistons.*

Combined in this revolutionary piston are all of the advantages of cast iron and light alloy—the industry has dreamed of such a piston, NOW it is a reality.

*Bohnalite, the light alloy from which this piston is made, should never be confused with any other light alloy on the market. Every Nelson *Bohnalite Piston is heat-treated for uniformity, strength and hardness.

*Nelson *Bohnalite Pistons are already being used by manufacturers of cars, who make claims of unprecedented performance—a list of them will be gladly furnished upon request, along with a booklet which further describes the design of this outstanding piston.*

BOHN ALUMINUM & BRASS CORPORATION
EAST GRAND BOULEVARD, DETROIT
THE COMPANY HEADQUARTERS AT THE DRAKE HOTEL DURING THE CHICAGO SHOW.

Peerless Has Universal Appeal; Wide Price Range

CHICAGO, Feb. 1.—Ranging in price from $1,395 to $3,795 the cars shown by the Peerless Motor Car Company at the National Automobile Show are exercising a universal appeal because of their fine mechanical workmanship, the beauty of the bodies and the fine quality of appointments and equipment.

The latest mechanical features of the Peerless line are displayed on the 6-90 chassis, including the live rubber pads supporting the rear of the motor, as well as details of the engine and other working parts.

The latest Peerless series is the 6-60, represented at the show by a green five-passenger sedan. The price of this style is $1,385, and a complete line of bodies will soon be announced.

Besides the 6-60, the Peerless line includes four series of cars, in the following price ranges:—

6-80—from $1,395 to $1,795 (3 styles)
6-90—from $1,725 to $1,995 (5 styles)
6-73—from $1,895 to $2,395 (3 styles)
8-69—from $2,795 to $3,795 (7 styles)

Types exhibited at the Coliseum include a new 6-90 roadster, recently

EDWARD VER LINDEN
President, Peerless

added to that series, which is finished in gables gray, with canary wire wheels, and a 6-90 close-coupled sport sedan finished in ambatte green with black belt. An 8-69 custom sedan is Algerian blue, with a belt of bambaline blue. There is a 6-72 five-passenger de luxe sedan, grouse gray with dove gray belt, and in the 6-80 series, a Marne blue and black roadster coupe, as well as a four-door sedan finished in Algerian blue, belted with bambaline blue.

Much interest is being shown in the mechanical details of the new 6-60, which include a 3¼x4 engine, with detachable head, pistons of aluminum alloy, nickel steel intake and silichrome steel exhaust valves, seven 2⅛-inch crankshaft main bearings, four-bearing camshaft, specially designed Stromberg carburetor, Auto-Lite electrical system, 12½-quart pump water circulation system.

The clutch is a single 10½ inches type, with carbon graphite so that no lubrication is needed. The three-speed transmission has electric heat-treated gears of Uma steel, main shaft nickel steel with six splines, ground on sides of splines and body of shaft. The drive is through two trunnion-type universal joints and the propeller shaft to the semi-floating, helical-bevel gear rear axle, ratio 4 4-9:1. The front axle is a reverse Elliott type, spring pads integral with axle center and well below spindle centers to give low center of gravity.

The pressed steel channel section frame has a maximum depth of 7 inches. Wheelbase is 116 inches; springs are semi-elliptic, 37¾ inches long in front and 54½ inches in the rear. The steering gear is a cam-and-lever semi-reversible type, with variable pitch of cam screw, permitting the turning of corners with a slight movement of the steering wheel. Artillery type wood wheels are used, with 29x5.25 balloon tires. The car is fully equipped.

Canada to Make Bid for Part of World Car Market

Montreal, Feb. 1.—Canadian automobile manufacturers, determined to enlarge their market by profiting more from tariff preference accorded Enmpire-made goods, are planning to increase the British-made content in their cars, according to information reaching trade circles here.

The report is causing more than ordinary interest here, because some think the move may presage for Canada a share in the fight for world car markets. Such a fight is seen in the consolidation of a number of American firms with a view to attaining strangle-hold on British and foreign fields in the face of stiff competition which manufacturers in Britain are creating.

Toronto, according to the information received here, is the center of a reorganizing movement among Canadian car manufacturers which has as its object the provision of means whereby Canadian firms will be able to operate and, if necessary, fight as a solid trade unit. It is declared that the Canadian Automotive Association, hitherto the welding agency of Canadian car parts firms, will be revamped, probably with the car manufacturers forming their own association, and the parts men continuing their organization. All of the car manufacturers, with the exception of two, are said to be interested; they, it appears, stand aside because their export problems are not the same as those of their trade colleagues.

It is the export business which is the raison d'etre of the new scheme, Montreal hears. The Canadian manufacturers, casting their business eyes over the empire, find their empire markets more restricted than they would wish at present, because some of the dominions demand such a heavy British-made content in the cars which are to enter under the British preference. New Zealand, for instance, is outstanding with a requirement of over 70 per cent. British-made content.

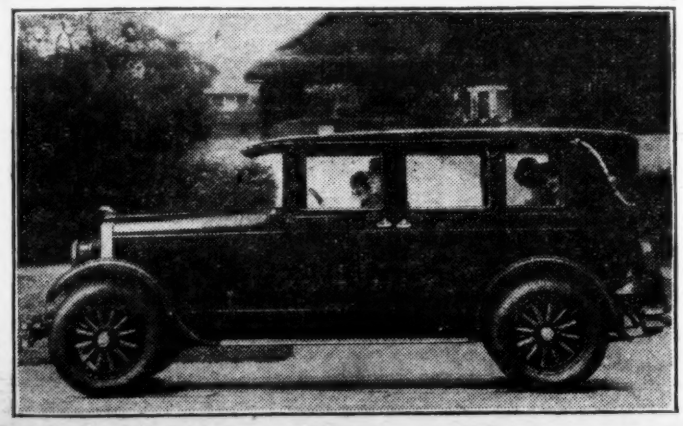
One, and for the time being the main consideration of the new car makers' association, it is reported, would be immediately to study the possibility of increasing the British-made content in Canadian cars by discontinuing use of American accessories and fittings and replacing them with British-made goods, if Canada does not produce them. Such accessories as headlights, fenders etc., are mentioned in this connection; the feasibility of putting more Canadian steel into the cars, too, is said to be one of the matters broached.

The object of the association, of course, would be to represent the Canadian automobile manufacturing industry in all circumstances requiring collective action. Adverse legislation would be combated by this body; its functions would parallel those of other trade associations existing in the Dominion. But, for the present, it seems that the battle for world markets, especially the light car market, holds the spotlight.

The extent to which Canada could participate in the world demand by using every Empire preferential tariff is not underestimated. Sales experts hold that the Dominion could constitute a formidable competitor against any foreign combine, even one as strong as the American consolidation foreshadowed in London cables. That the time has come for Canada to make some strenuous move is certain, the automobile men say, partly because of the intensive drive for business in and out of the Empire which makers in Britian are staging with several light cars which are proving highly popular.

ELKS MAGAZINE
Largest Magazine for Men
850,000 Circulation
12,000 Identified Dealers
"It's the man who buys motor cars."
ELKS MAGAZINE
50 East 42d Street, New York City

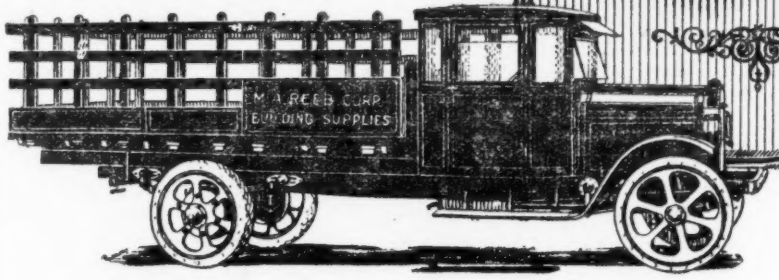
PEERLESS MODEL SIX-NINETY LANDAULET, the design of which suggests nothing if not speed and refinement, through the use of long straight lines harmonized with the slight curves of the roof and of the car's back.



Stewart Trucks have won by costing less to run

At the top of all truckdom

Stewart Big Six
2½ Tonner
$3200 Chassis



THE new improved Stewart acknowledges no peer in all truckdom. Whether you judge it on a basis of economy, ease of handling, road performance or any other of the accepted standards of truck performance, you will be confronted by amazing results. This is a strong statement but it is a deserving one.

Electric starter, electric lights and speedometer are regular equipment without extra cost.

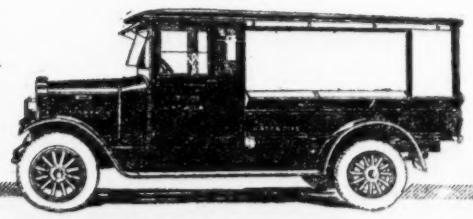
A phone call will bring a Stewart to your door for inspection without obligation on your part.

Other Models
4 and 6 Cylinder Motors
1 Ton Truck
1¼ Ton Truck
1½-2 Ton Truck
2 Ton, 3½-4 Ton
Also 18 and 25
Passenger Bus Chassis
All Prices f. o. b. Buffalo

TO DEALERS
The Stewart franchise is liberal and a money maker.
Write or Wire

Stewart
MOTOR TRUCKS

"Buddy" Stewart Delivery Truck
$895 Chassis



STEWART MOTOR CORPORATION, Buffalo, N. Y.
Export Branch: 90 West Street, New York City, U. S. A.
All Codes Used

Franklin Display at Chicago Proves Usual Magnet for Visitors

CHICAGO, Feb. 1.—With a dozen standard types and quite a selection of custom built bodies as a line for 1927, it is easy to understand that the exhibit of the Franklin Automobile Company is of an unusually varied and attractive character, and that visitors are drawn to it by the striking appearance of the cars, to learn only later about the mechanical refinements—which, by the way, are not a few.

The standard body line of Franklin, ranging from $2,490 to $4,400, is priced as follows:—

3-passenger coupe	$2,490
5-passenger rumble coupe	2,565
5-passenger touring	2,635
2-passenger roadster	2,690
4-passenger victoria	2,740
5-passenger sedan	2,790
Oxford sedan	2,815
Sedan with auxil. seats	2,840
5-passenger sport sedan	2,910
7-passenger limousine	2,940
4-passenger tandem sport	3,150
7-passenger cabriolet	4,400

One of the most striking creations in the line is the tandem sport, executed in pyroxylin in two colors, cream and black. With an all-over height of 65 inches, this is the lowest car on exhibit at the Coliseum. Despite its lowness, however, ample headroom and comfortable seating have been provided by wells formed in the car's floor. The upholstery is of pigrain hand-buffed leather and doeskin cloth and hardware of hammered silver finish.

The rear seat of the sedan is amply wide enough for three passengers, the rear compartment having been lengthened, while moving the instruments forward by two inches provides sufficient room for driver and front-seat passenger. Advancing the gearshift lever has facilitated the use by the driver of the right-hand front door.

Coupe and victoria are designed with rear baggage compartments, developed in the English coach boot manner, while in the sport sedan there is a special touring trunk and a compartment for golf clubs.

Very distinctive, too, is a three-passenger custom coupe with collapsible top, double rumble seat and detachable rear top curtain; it is derby red, striped black and gold, and the upholstery is colored to match, being doeskin in the front compartment and red colonial grain leather in the rear.

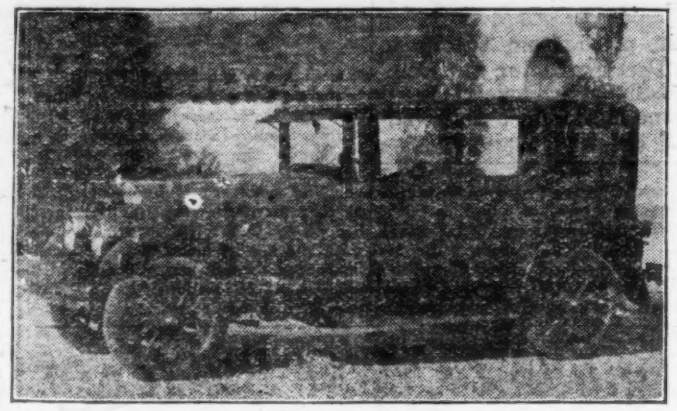
The six-cylinder 3¼ by 4 engine is equipped with larger bearings and a new type of manifold, while the crankcase ventilator minimizes dilution and tends to lengthen the life of the power plant.

An improved hood grill shutter facilitates cold-weather driving. The shutter is made in four parts, one of which, permanently installed, includes a sheet-metal slide in front of the fan, which is opened or closed by hand, according to the temperature. The other three parts cover the vertical surfaces at the sides and top, serving to prevent a rush of cold air against the toeboards. They are removable for summer driving, to eliminate floor heat.

Steering has been improved by a new ball thrust bearing at the knuckle pins. Counterbalanced front wheels add to steadiness and softness of travel, as do the six-inch front and rear tires, which are inflated to only twenty-eight pounds.

The installation method of the stabilators has been changed, making them removable without jacking up the body or removing the rear seat bottom.

FRANKLIN TWENTY-FIFTH ANNIVERSARY sedan, a popular example of the extensive line of body styles offered this year by Franklin, is dignified and balanced, yet of fleet appearance due to its lines and colors.



TALKING IT OVER. The photo below shows officials of the Bendix Brake Company holding a conference in the Chicago Show headquarters of the company at the Congress Hotel. They are (left to right): H. L. Sharlock, advertising manager; R. Kirke Moore, director of sales; Vincent Bendix, president, and J. R. Cautley, European manager.

(Photo by Jun Fujita.)

WIDER USE OF CARS SEEN IN 32% GAS SALES GAIN

Special from A. D. N. Washington Bureau

Washington, Feb. 1.—The steadily increasing motor travel of the country is regarded as being responsible for a 32 per cent. increase in the petroleum business in 1925 over 1923, according to a biennial census of the Department of Commerce. The 1923 figures represented an increase of 37 per cent. over 1921, and the 1921 increase was 45 per cent. oxer 1919.

A total of 10,702,877,654 gallons of gasoline were produced in 1925, valued at $876,732,346. The 1923 production was 7,332,329,194 gallons. Lubricating oil production in 1925 amounted to 1,356,971,112 gallons, valued at $251,497,008, compared with 1,150,653,387 gallons produced in 1923.

MEXICO BARS WAR CARS

Washington, Feb. 1.—Importation into Mexico of armored automobiles, airplanes, tanks and other vehicles for military uses is prohibited for one year under a recent decree, according to a cable to the Department of Commerce.

GAIN IN GAS TAXES

Atlanta, Ga., Feb. 1.—State Controller William A. Wright announces that taxes collected on gasoline in Georgia in 1926 increased about $1,500,000 over 1925. Collections for 1926 amounted to $5,575,556, compared with $4,082,084 collected in 1925.

Bad Alignment Costs Thousands of Dollars

Wheels and axles out of line cost motorists thousands of dollars every month in gouged, scuffed and cupped tires. Cars equipped with balloon tires (or four wheel brakes) are especially affected. Bad alignment also causes front wheel "shimmy," and makes driving dangerous.

Garages equipped with Bear Wheel and Axle Aligning Equipment render an accurate and appreciated service, and make hundreds of dollars extra profit. A post card sent to the Bear Manufacturing Co., Rock Island, Ill., will bring full information.

SIMPLEX *Piston Rings*

Simplex Piston Rings supersede all other methods of rebuilding cylinders and pistons.

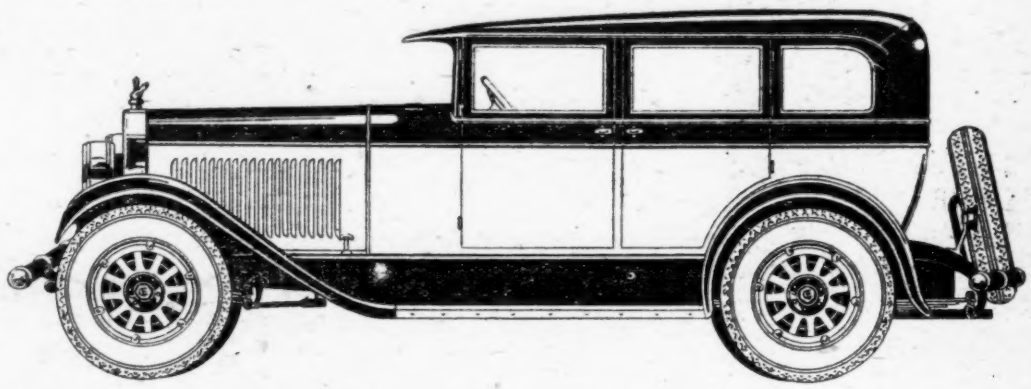
GUARANTEED 10,000 MILES

against Oil Pumping, Piston Slap and Compression Loss.

See this short cut scientific method of reconditioning all cylinders, no matter how worn, tapered, out of round or heat distorted.

Booths 254-255

THE SIMPLEX PISTON RING COMPANY OF AMERICA,
Incorporated
1972 East 66th Street
CLEVELAND, OHIO



What to Do First at the Chicago Show

AS you enter the Coliseum the ELCAR booth will confront you—the first to the right of the door. Stop there long enough for a thorough inspection of the 1927 ELCARS and the *Shock-less Chassis.* Ask the men in charge about the cars and the sales-program planned for them in 1927. Then see the rest of the Show, make close comparisons, contrast ELCAR factory co-operation with any other. And then draw your own conclusions.

ELCAR 8 / ELCAR 6

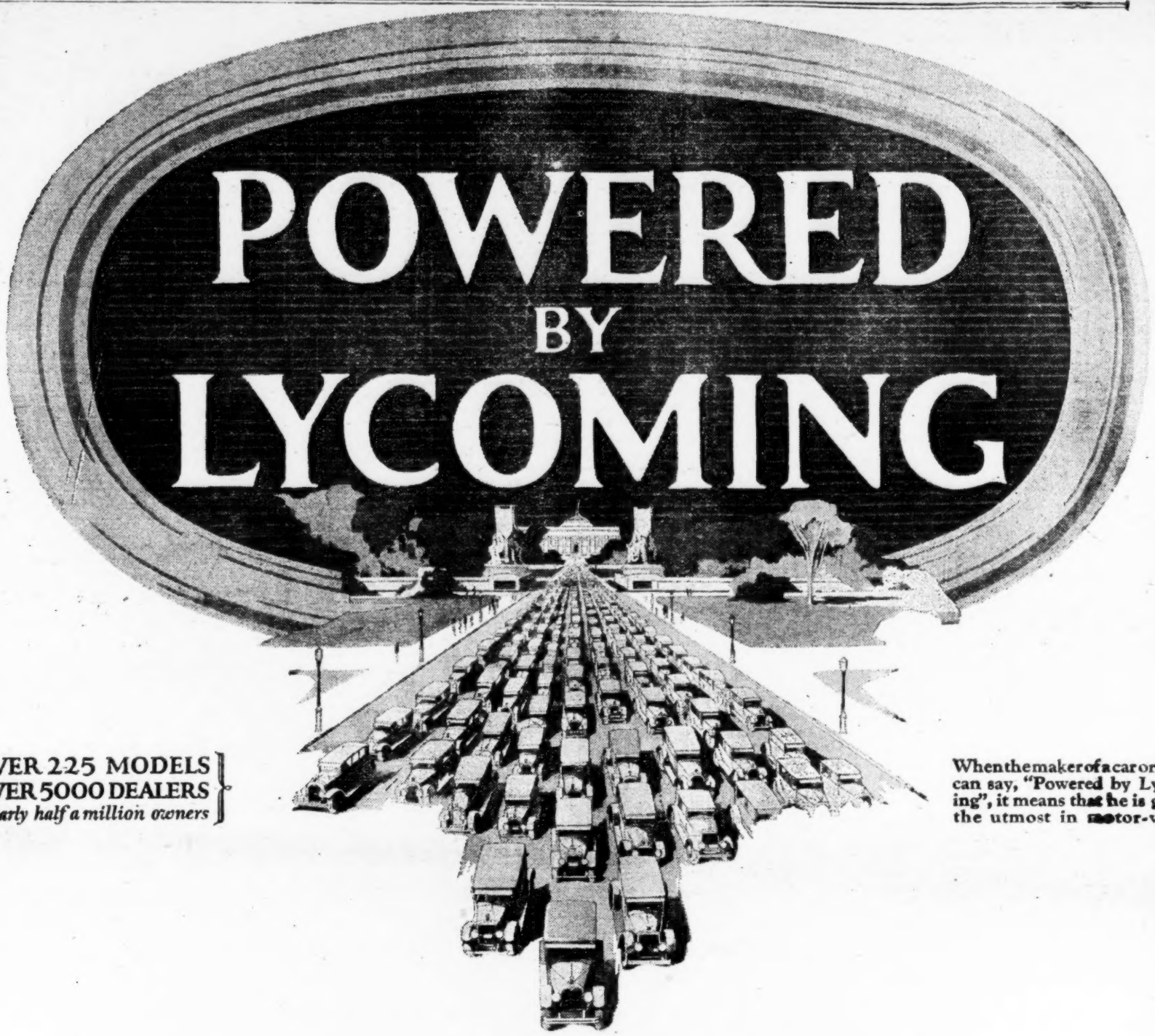
8-82 5-Passenger Sedan
$1,790
f. o. b.
Elkhart, Ind.

ELCAR MOTOR COMPANY
Builders of Fine Vehicles Since 1873
ELKHART, INDIANA

ELCAR

WITH THE

Shock-less Chassis



OVER 225 MODELS
OVER 5000 DEALERS
Nearly half a million owners

When the maker of a car or truck can say, "Powered by Lycoming", it means that he is giving the utmost in motor-value.

Eights dominate the Show. They are the focus of interest.

Lycoming Motors dominate the Eights. Cars powered with Lycoming Eight-in-Line Motors, engineered to the requirements of the individual car-builders, are notable both for their number and for their standing in the field.

LYCOMING MANUFACTURING COMPANY
WILLIAMSPORT, PENNSYLVANIA
Export Department—44 Whitehall St., NEW YORK CITY
Member of Motor Truck Industries, Inc., of America

CARS and TRUCKS
powered with
LYCOMING MOTORS

FOR NINETEEN YEARS BUILDERS OF QUALITY PRODUCTS

First Knight 8-in-Line Displayed by Stearns; Is Pioneer in America

CHICAGO, Feb. 1.—The exhibit of the F. B. Stearns Company is as always a meeting point of those show visitors who are on the lookout for real improvements—especially of a mechanical nature—rather than to learn selling points; which is natural enough, since this company is not given to a hard and fast yearly model policy.

However, in addition to some distinct mechanical refinements, Stearns this year is displaying a Knight-motored eight-in-line, the first built in America.

Summing it all up, Stearns-Knight line includes eighteen body styles, with prices ranging from $3,250 to $4,650.

Stearns-Knight Six

Two-passenger roadster	$3,250
Four-pas sport touring	3 250
Four-passenger coupe	3,350
Five-pas. standard sedan	3,350
Five-pas. custom sedan	3,350
Seven-passenger sedan	3,550
Two-pas. cabr. roadster	3,550
Five-pas. std. sedan limous	3,550
Five-pas. cus. sedan limous	3,550
Seven-pas. sedan limous	3,750

Stearns-Knight Eight

Four-passenger roadster	$3,850
Five-passenger touring	3,850
Four-pas. cabr. roadster	4,250
Four-passenger coupe	4,250
Five-pas. stand. sedan	4,350
Seven-pas. stand. sedan	4,450
Five-passenger limousine	4,550
Seven-passenger limousine	4,650

All of these cars are finished in two-tone effects, sometimes using black for the upper structure, and with distinctive molding lines which together with the high body lines, create an impression of lowness.

Mechanical features in the six-cylinder car include the introduction of a seven-bearing crankshaft, as well as the adoption, recently announced, of the worm-drive axle.

The Stearns-Knight Eight is rated at 39.2 h. p., but develops more than 100 b. h. p. at 2,600 r. p. m. It is 3½ x 5, with a displacement of 385 cubic inches, and its greatest efficiency is obtained when the car speed is eighty-five miles per hour.

The eight has a nine-bearing crankshaft, giving large bearing surface as well as maximum rigidity, the shaft being counter balanced at sixteen points, to offset even the slightest tendency toward vibration. Another important feature found in the eight is the use of double eccentric shafts for operating the sleeve-valve mechanism. There is a shaft on each side of the engine, one operating the inner sleeves and one the outer ones.

Starter, generator, water pump and exhaust manifold are on the right side, as is the oil-filler pipe. Cylinders exhaust directly into the manifold for quick scavenging. The exhaust gases travel over the top of the engine and down on the left side, passing around a hot spot and heating the mixture before it passes into the intake manifold.

On the left side of the engine are the intake manifold, carburetor, air strainer, oil pump and distributor, the shaft driving the latter being housed in a section of the engine base and crankcase casting. At the front end of the engine is a purolator. A two-blade belt-driven fan is used. The cooling system has a capacity of seven gallons and includes a mechanically operated pump and a heavy duty fan. Two silent chains drive the timing gears. Starting and lighting units are of the De Jon type.

The motor forms a unit with the clutch and transmission, the gears of which have broad surfaces.

The drive to the rear axle is by worm and gear, assuring silence of operation. Brakes are of the mechanical four-wheel type and inclosed to protect them. Heaviness and rigidity have been provided in the chassis frame, which has a double drop, and is made 7½ inches deep, with a 3-inch flange. Besides the two engine support cross members there are five members for reinforcement. Of the latter, one is of channel cross section while the other four, as well as the motor supports, are tubular. While the wheelbase is 137 inches, the total spring length on each side is 102 inches, front springs being 40 inches long and rear springs 62 inches. All springs are semi-elliptic, nine leaves being used in front and eight to ten in the rear, depending on the body type. Balloon tires, 32 by 6.75, are standard equipment.

All Stearns-Knight eight-in-line cars, like the sixes, are delivered with full equipment, including one-piece windshield, automatic windshield wiper, clock, ammeter, oil gauge, speedometer, gasoline gauge, combination stop, tail and backing light, transmission lock, extra tire, tube and cover, front bumper, bumperettes, motometer, rear vision mirror, tire lock and Watson stabilators. All inclosed models are fitted with vanity cases, smoking sets and adjustable inside sunshades, while open cars have top boots and curtains which open with the doors.

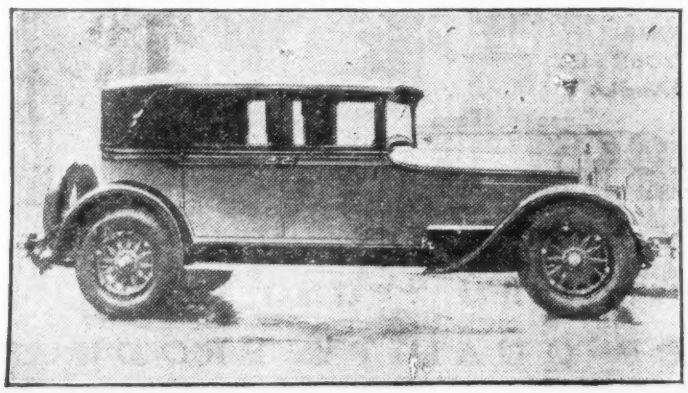
SALESMEN ELECT ELLIOTT

Buffalo, N. Y., Feb. 1.—The Automobile Salesmen's Association has elected the following officers: Harry D. Elliott, sales manager John J. Gibson Company, president, and Ward Williams, Edward H. Baker Corporation, vice-president.

NORWALK TO HOLD SHOW

Norwalk, Conn., Feb. 1.—The annual Norwalk automobile show will be held during the first week in March at the Norwalk State Armory.

STEARNS-KNIGHT EIGHT-IN-LINE custom sedan limousine, a body creation of distinctive character, built on the new chassis with the first eight-cylinder Knight engine designed and manufactured in America.



25 Buses to Be Added to Fleet in Cleveland

Cleveland, Feb. 1.—The motor coach fleet of the Cleveland Railway Company, one of the largest in the United States, is to be increased at once by the purchase of twenty-five buses, Col. Joseph H. Alexander, president, has announced.

J. H. Alexander

The addition will give the company a total of 136 buses, 50 Safeway six-wheel double-deckers and 86 White single-deckers. The new coaches will be used for local service in the suburbs and express-coach service between the suburbs and the downtown business sections.

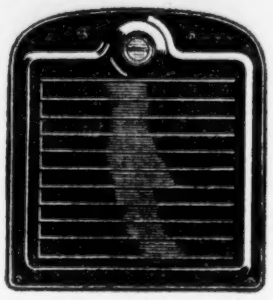
This is merely the beginning of a bus expansion program, it is understood, the plans of the company contemplating adding new buses as additions in the company's service facilities to and from the suburbs warrant. This original expansion program calls for expenditure of $275,000.

Col. Alexander's announcement followed publication by the company of its 1926 report showing that the bus fleet carried 25 per cent. more passengers in 1926 than in 1925. The buses carried 9,228,048 passengers during the year.

In his report to stockholders, Col. Alexander said experience thus far showed the bus was best fitted for furnishing convenience service and that there was no possibility it would replace street cars in carrying mass transportation.

TAGS NET $1,087,165

Frankfort, Ky., Feb. 1.—Automobile license tags issued since January 1 have netted the state $1,087,165.06, Col. N. O. Gray, commissioner of motor vehicles, states.



126 Winterfronts installed in one day—10 men kept busy day after day putting them on. That's the record of one retail establishment handling Winterfronts. (Name on request). And the rich Winterfront selling season is only half gone.

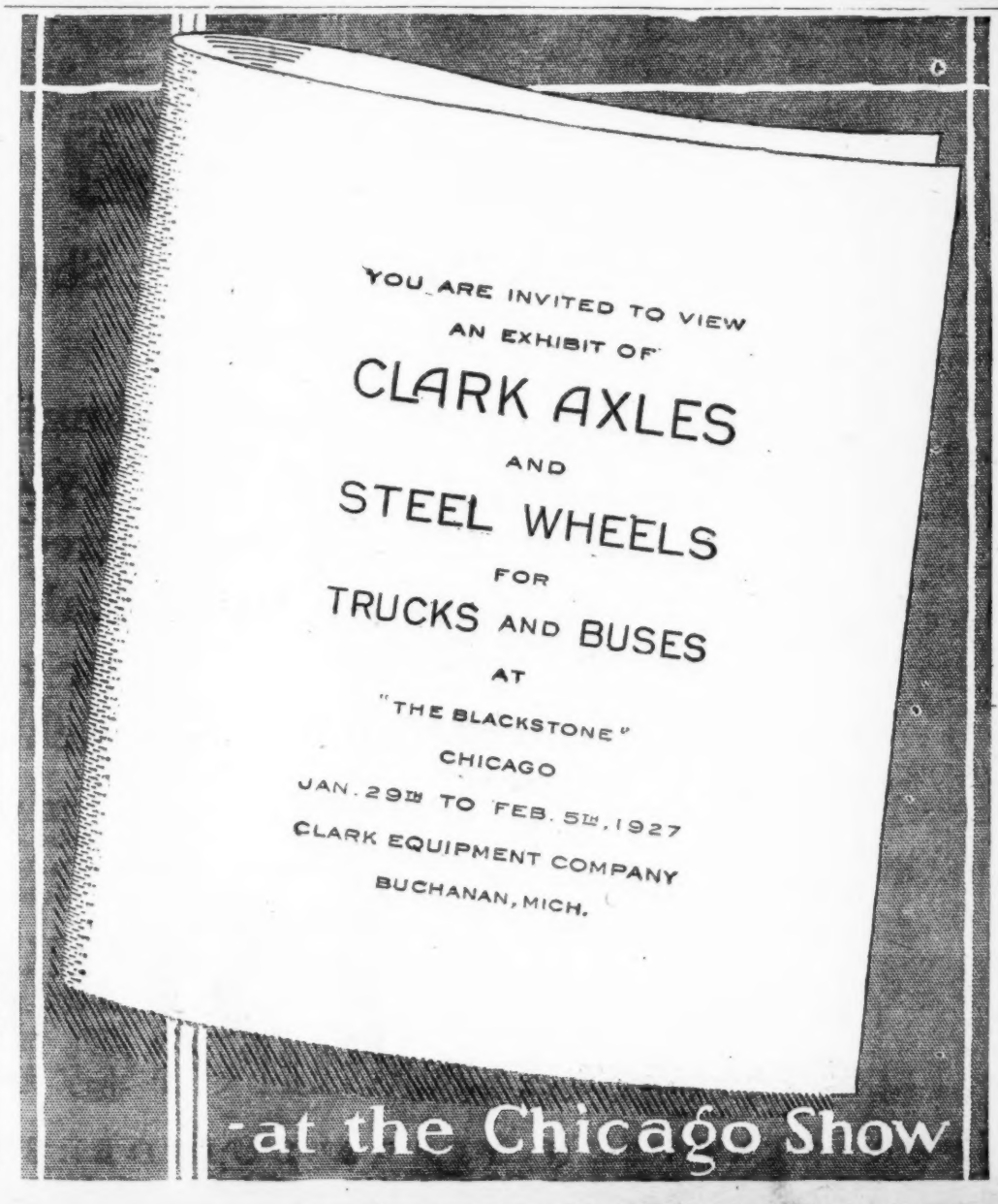
A necessity
8 months of the year

A sales market
8 months of the year

PINES WINTERFRONT
IT'S AUTOMATIC

Write us for name of your nearest Winterfront distributor

PINES WINTERFRONT COMPANY
430 Sacramento Blvd., Chicago



Pontiac Adds Three Styles in First Year; Display at Chicago

CHICAGO, Feb. 1.—Continuing the coupe and two-door sedan which served as the foundation for the success of the Pontiac, the Oakland Motor Car Company has increased this line by three new body styles which are attracting considerable attention at the National Automobile Show here.

Accordingly, the Pontiac line of passenger cars now comprises the following five types:—

Five-passenger coach	**$825**
Two-passenger coupe	**825**
Five-pas. landau sedan	**895**
Four-pas. de luxe coupe	**970**
Five-pas. de luxe sedan	**970**

Sales of Pontiac cars during 1926 totaled 76,523 cars, a sure enough indication that this car is filling a natural place in the American duce, in the two de luxe styles, moved the manufacturers to produce, in the two de luxe styles, cars which offer individuality at a moderate price, and which show a distinctive beauty commonly associated in buyers' minds with much higher-priced products. These two models, like the other Pontiacs, have Fisher bodies, Fisher VV one-piece windshields, automatic windshield cleaners, rear vision mirrors, roller shade on the rear window, crank type window regulators, accessible door controls and invisible door checks. Duco color finish is used on fenders and headlights, as well as on hood and body, the color extending on the rear portion of the body up to the roof line. The models have natural wood artillery wheels, nickel-plated front bumpers and rear fender guards, body hardware of period design, and deep-cushioned seats are upholstered in luxurious mohair. The walnut finished window molding harmonizes with a special steering wheel of American walnut, and the instrument panel is finished off in Robin Hood blue.

The coupe is an exceptionally roomy two-passenger car with a large rear deck cover over a rear baggage compartment of ample size, with landau irons and a double beading extending from the front of the hood across the body and down over the rear compartment.

The two-door sedan, which is retained in the present line, has unusually wide doors and is well upholstered in durable corduroy. The landau sedan, added to the line in July, has a low-slung Fisher body with four wide doors. The rounded rear quarter is trimmed in dull leather and embellished with landau irons. In interior appointments the landau sedan equals fully the striking appearance of the exterior. It is upholstered in fine texture velour, which haarmonizes beautifully with fittings, which include shirred side pockets in the front doors, roller shades on rear window, dome light, foot rest, robe rail and nickel-plated high-speed window regulators. Sun visor support brackets are nickel-plated and of distinctive design.

The Pontiac Six engine is an L-head type, 3¼x3¾, with three-bearing crankshaft, three-bearing camshaft, light semi-steel pistons, and alloy steel valves. Lubrication is by regulated constant flow system, with adjustable pressure-release valve; force-feed to all main bearings and connecting rods. The submerged gear type oil pump is gear driven at the center camshaft bearing. Water circulation is by an impeller pump, and the electrical system is Remy-made. The intake manifold is specially designed to utilize the exhaust heat from five cylinders, for perfect volatilization and to give correct mixture distribution.

Dry single-disk clutch and standard transmission are in unit with the engine. The semi-floating rear axle is carried on ball bearings; the front axle is an I-beam section drop-forging. All brakes act on the rear wheels. The wheelbase is 110 inches, springs are semi-elliptic, length being 36 inches in front and 54 inches in the rear. The steering gear is of semi-reversible screw and half nut type, ratio being 12.4:1. Tires are 29x47.5 balloons. The turning radius of the car is 19 feet 4 inches.

NEW JERSEY BILL WOULD TAX INTERSTATE BUSES

Trenton, N. J., Feb. 1.—Senator Arthur H. Pierson of Union county has introduced in the State Senate a bill under which interstate express de luxe buses and interstate motor trucks would be required to pay an excise tax of 2 cents per mile. A similar bill has been introduced in the State Assembly. It has been estimated that the state would receive between $300,000 and $400,000 revenue from such a tax.

TO HOLD LONG BRANCH SHOW MARCH 19-26

Long Branch, N. J., Feb. 1.—Long Branch automobile dealers announce that they will hold an automobile show from March 19 to 26 at the Third Avenue Palace. The show will not only include the majority, if not all, of the different makes of cars sold in Long Branch, but exhibits of automobile accessory men and radio dealers, as well as other lines.

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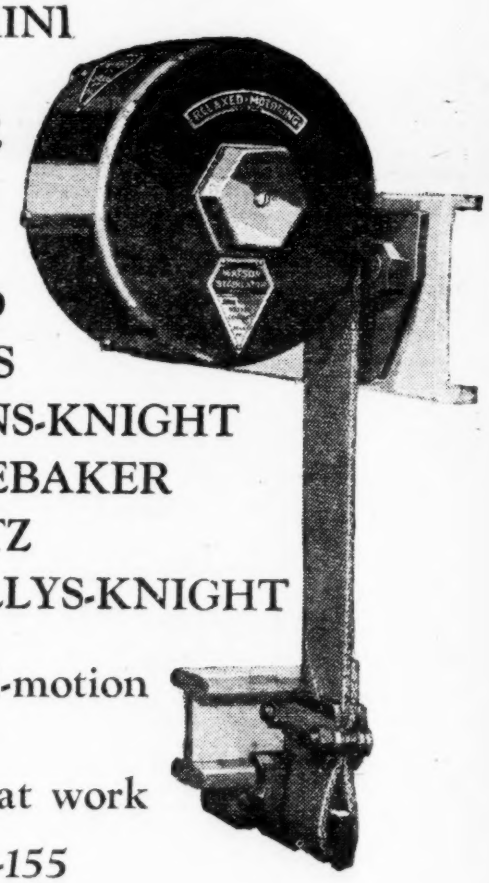
PACKARD
PEERLESS
STEARNS-KNIGHT
STUDEBAKER
STUTZ
WILLYS-KNIGHT



Don't Miss the Stabilator road-motion exhibit at Coliseum—
actual full forces are shown at work
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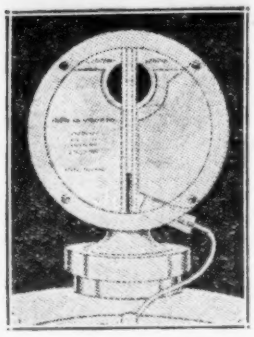
WATSON
STABILATORS
Time Tried and Found True

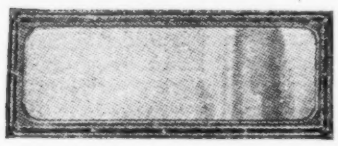
Great Array of Accessories at Chicago Show

NITE-LITE



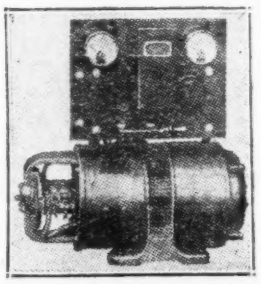
The Hol-Set Manufacturing Corporation, 79 Mount Hope Ave., Rochester, N. Y., manufactures the Nite-Lite, consisting of a very thin metal shield, with a small socket and flashlight-size bulb. The device is placed on the inside of the moto meter, after removing glass and rim the Nite-Lite is then inserted and glass and rim replaced. Two of the screws hold the shield in place. A thin metal strip extends out from the Nite-Lite and is connected by a wire with the head or tail light wire. The product is made in two sizes.

PIONEER WINDOW



A complete line of replacement windows for use on all classes of cars, with lined or unlined back curtains, made by the Brewer-Titchener Corporation, Cortland, N. Y. The special groove in the Pioneer frame in which the screws are set tightly pinches the fabric all around the window. A self-centering channel holds the glass in the right position and prevents its breakage. The frame is of heavy-gauge corrugated material, with outer edges rolled to keep it from cutting the curtain. Less than half an hour is required for installing this window.

ROTH CHARGING SET



A constant-potential charging system is manufactured by Roth Brothers & Co., 1400 West Adams St., Chicago. The charging sets are sold complete with charging line and accessories; all lugs, bus bars, charging leads and clips are assembled, ready to fasten to the bench and the charging sets.

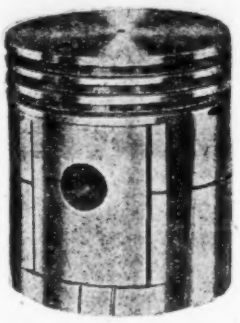
WINDSOR CAP

Windsor radiator caps are securely attached to the radiator and for filling purposes it is only necessary to tilt the hinged cover of the cap. The Windsor caps are threaded to take hold of radiator ornaments or moto meters. This product is manufactured to fit any car, by the Motocraft Products Company, 155 Lafayette St., New York city.

MOTOR-KLEEN CARBON REMOVER

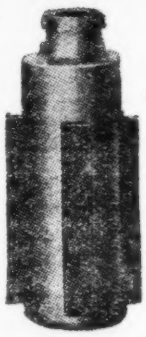
The carbon remover made by the Motor-Kleen Corporation, Long Island City, N. Y., contains no acids, alkalies or ether, and is guaranteed not to injure the engine or affect lubrication. This preparation of oils is injected into the cylinders and loosens carbon deposits, which are pulverized and blown out through the exhaust valves.

STERLING ALLOY PISTONS



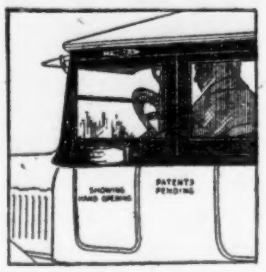
A line of light alloy pistons for practically all makes of American cars is manufactured by the Sterling Products Corporation, St. Louis, Mo. Pistons are available either finished, or semi-finished with instructions for correct finishing. Each piston is stamped on the head to show the oversize. Semi-finished pistons are center-drilled in the head end and champered in the open end, and finished complete except the outside diameters. A full stock of all sizes is carried by manufacturers so that rush orders may be filled immediately on receipt.

BURNISHING TOOL



Hall burnishing tools, made by the Hall Manufacturing Company, Toledo, are designed to provide a better, quicker and more economical method for removing scratches, corrosion and sediment from master and wheel cylinders of hydraulic brakes. They can be used in either drill pressor with ¼-inch drill in vice or drill stand. The stones are actuated by individual springs and though easily removable cannot drop out until released by unscrewing the base of the tool.

ALL WEATHER INCLOSURES



Chevrolet and Ford cars are easily and quickly equipped with All-Weather Enclosures, made by the Nathan Novelty Manufacturing Company, 2157 Prospect Ave., New York. The touring car assembly consists of two square units and a triangular one for each side. The enclosure parts are so installed as to open with the doors, and to overlap, giving complete protection against rain and storm.

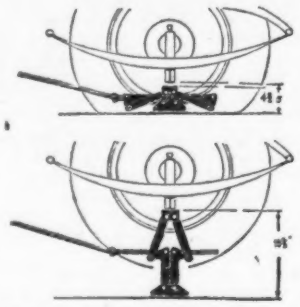
CANTILEVER WRENCH

Heller Brothers Company, Newark, N. J., manufacture the Cantilever reversible and ratchet chain pipe wrench, which is simply constructed, consisting only of three parts. It has a ratchet motion and is reversible, as well as easy to adjust. The equal distribution of pressure along the full length of the wrench chain saves pipes from being crushed by the application of this tool.

TAYLOR BUMPERS

The Standard Safety Sales Corporation, Detroit, manufactures a line of bumpers made of eleven-gauge cold-drawn steels, with flared bronze ends. The steel is copper plated, then highly polished and nickeled with a plating, giving permanently high resistance. Rear fender guards are made of bronze, their design matching the front bumpers. The company makes this product in three styles, Broadway, Broadway Junior and Big Bertha.

SO-LO JACK



The jack manufactured by the So-Lo Jack Company, Inc., 108 Massachusetts Ave., Boston, is designed to give a minimum height of 4¾ inches and a maximum height of 15½ inches, with any elevation between these extremes. The jack is operated by turning the crank on the end of a threaded shaft, in such manner that the suporting arms are moved toward or away from the center, in order to raise or lower the car. All parts of this device are made strong and the screw construction of its operation insures its holding up when the car has been raised. It is particularly useful in handling cars equipped with large balloon tires.

A C SPARK PLUGS

The principal product, which has given its name to the A C Spark Plug Company, Flint, Mich., is exhibited at the Coliseum. It contains a number of improvements, such as better insulator core, glaze and spark point metal. The A C line includes spark plugs for every automotive engine used in America at present.

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A Reversing Automobile Mirror that protects from the blinding glare of headlights from the car behind.

A natural Mirror by day—a twist and you have a real non-glare mirror that assures positive safety from glare.

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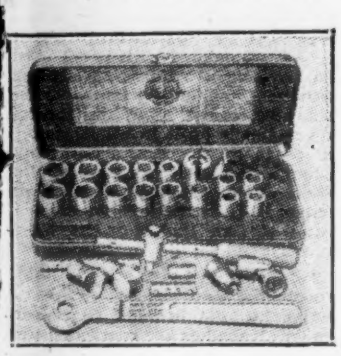
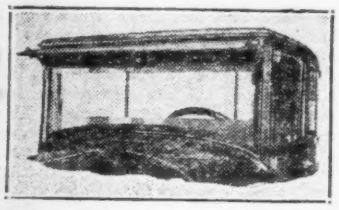
BETHLEHEM WRENCHES



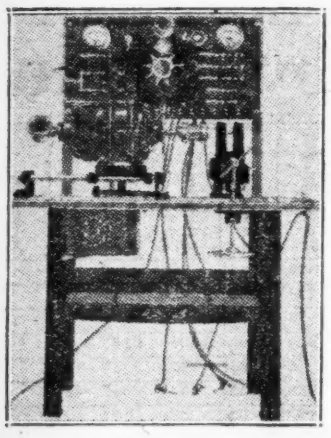
Universal "G" socket wrenches, styled the Bethlehem, are manufactured by the Splitdorf Electrical Company of Newark, N. J. The sockets are made of high grade solid bar steel, broached and machined to S. A. E. limits, cyanide hardened, chamfered, knurled and tapered. The surfaces are copper oxidized and burnished to prevent rusting. Hexagon sockets fit all S. A. E. and U. S. S. hexagon nuts, while the square sockets (½, 9-16, ⅝ and ¾ inch) cover practically all requirements for square nuts.

VISIONALL



The Trico Products Corporation, Buffalo, N. Y., manufactures an automatic windshield cleaner, which consists of two parallel vertical wiping blades operated noiselessly by an air driven motor. The Trico outfit keeps the whole windshield absolutely clear in the heaviest rainstorm, the blades remaining in vertical position, but traveling from side to side, each blade cleaning half of the windshield pane. The Trico Visionall is sold complete with all necessary attachments, and is easy to install in a very short time.

CONPO TEST BENCH

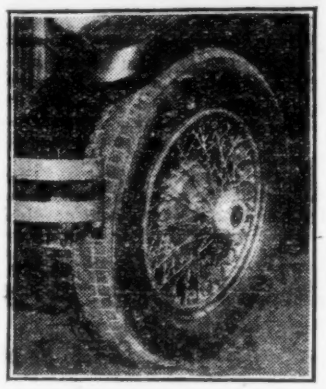


The Eager Electric Company, Watertown, N. Y., manufacturers the Conpo standard test bench which has been designed to determine defects in automotive generators, starters, magnetos, etc. This end is assured by the thoroughly exact construction of vise, coupling, spark gap and other parts. A unique feature of this test stand is the compression spark gap, duplicating the conditions in the automobile cylinder, which requires the coil to fire successfully under an air pressure of from 50 to 75 pounds per square inch. The single-phase reversible 1½ horse power motor operated at speeds variable up to 4,000 r. p. m., has transformer type speed control conveniently mounted at the left hand under side of the bench top.

McKAY SPRING CONTROLLERS

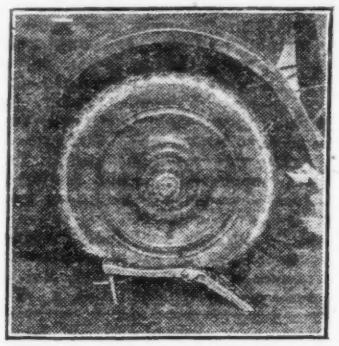
The United States Chain and Forging Company, Pittsburgh, Pa., manufactures, among other products, the McKay spring controllers, which keep the springs under two-way tension at all times, preventing their excessive deflection. The McKay is easily installed. It presses the spring leaves together, increasing friction, and by this means controls the spring action through bound and rebound.

A C F WIRE WHEEL



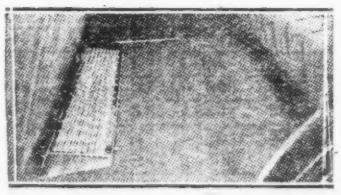
In the wire wheels manufactured by the American Car and Foundry Company, 5718 Russell St., Detroit, both correct engineering design and correct appearance, as desired in cars now built, are successfully combined. Maximum curb clearance, correct spoke arrangement, resulting in ample strength, as well as light weight, are among the features of the ACF wheel, which is made with interchangeable tread and positive locking device.

R-O-L LIFT



The E. H. Finch Company, Inc., New York, manufactured the R-O-L Lift device, which facilitates not only the jacking up of a car for tire changing, but may be used for blocking a wheel on a hill or to provide a solid foundation in sand or mud for the jack. For quick jacking-up, the car is driven up the R-O-L Lift under its own power, braked, the jack which is already adjusted to proper height, slipped under the axle, and the lift is then collapsed by means of a tripping device.

MOT-ACS HEATER



The hot water device manufactured by Mot-Acs, Inc., New York, operates by being connected into the car's water circulation system in such manner that about one-twentieth of the total water circulates through the Mot-Acs, heating the handsome floor plate, which is the heater unit mounted in the car's front compartment. When the car travels at fifteen miles an hour, the flow of water through the Mot-Acs has a velocity of about five feet a second, so that an ample supply of heat is always assured once the engine is warmed up.

HANDY OILFILTOR

The Handy Cleaner Corporation, Detroit, manufacturers of the well-known air cleaner, are now producing, also, the Oilfiltor, which is designed for extracting foreign matter from the lubricant before it is returned to the crankcase. The Handy is of rugged construction, fool proof, easy to install and clean.

TAGUE BRAKE ADJUSTER

This device is manufactured by the Sterrett-Hoskinson Motor Company, 434 Penn Ave., Wilkinsburg, Pa., and it takes the place of the mechanic who occupies the front seat during brake adjustments. The Tague adjuster is securely and quickly clamped on to the steering column, its threaded shaft working in a guide which is attached to the clamp bearing against the brake pedal and holding it in position. The shaft is shaped with a crank on one end, so that it is easy to operate and that the pedal may be held down in any desired position.

K-S TELEGAUGE

Simple and dependabe, the K-S gasoline gauge is manufactured by the Walton-Pilgrim Company, Inc., Philadelphia, Pa. It is composed of a tank unit, an air line and a U-tube containing a red indicator liquid. In the degree as the gasoline tank is filled, the column of fuel exerts pressure on the air in the air line, which is communicated to the red liquid and raises it in the tube backed by the graduated dashboard gauge which shows the contents of the fuel tank in gallons.

Classified Advertising

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5c word (for daily insertion)

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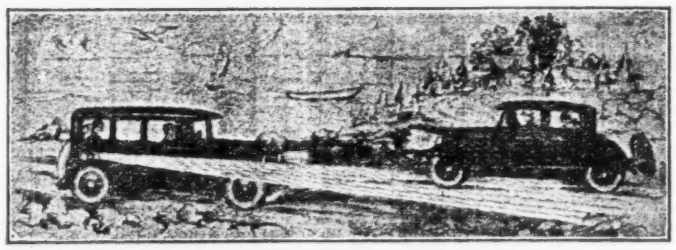
MORE THAN A TROUBLE LIGHT---

This New Safety Light Makes Night Driving



Safe At Last.

Light *Where* YOU Want It.

Light *When* YOU Want It.

Complete, all around protection for both driver and approaching motorist.

No More Moments of *blind* terror in the glare of on-coming, full powered headlights.
No More *Blinding* of the on-coming driver by *YOUR* lamps.
At ALL Times a *Fully Illuminated Roadway*—from center to ditch.
TRIP-O-LITE is an altogether *NEW* discovery in Automobile lamps.
It meets and conquers every danger of night driving and plants in the driver a sense of security such as he has never known before.

A Real DITCH-LIGHT — A Real TROUBLE-LIGHT — A Real BACKING-LIGHT — All in One

BIG PROFITS FOR DISTRIBUTORS

Some very valuable county and state distributorships have as yet been unassigned. If you have initiative, the ability to organize, instruct and direct a force of salesmen and the slight capital required to open selling headquarters, get in touch with us. State experience, present business, etc., in full, to facilitate interview.

TRIPLE AUTO LIGHT CO.
Iron River, Michigan

TRIP-O-LITE

is sold by leading accessory and auto parts dealers.

EXHIBIT, SHERMAN HOTEL, January 29th to February 9th. Address all mail, Sherman Hotel, these dates.

This coupon will bring you full information about TRIP-O-LITE. MAIL IT NOW.

CLIP AND MAIL THIS COUPON TODAY

TRIPLE AUTO LIGHT CO.,
Iron River, Mich.
Please send me as follows: Mark here
Descriptive Literature on Trip-o-Lite.....
A Free Demonstration of Trip-o-Lite.....
A Trip-o-Lite for my car.....
for which I enclose $13.50 money order ..... check .....
Name.....
Address.....
.....

Chandler Displaying 4 Series at Chicago; Royal Eight Is Shown

CHICAGO, Feb. 1.—Representatives of its four series are being exhibited by the Chandler-Cleveland Motors Corporation at the Chicago show which opened today.

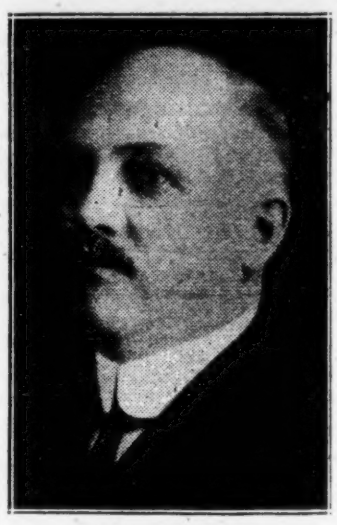
In all, the company manufactures twenty-two body types, ranging from $945 to $2,495, including three six-cylinder chassis and the Royal straight eight:—

Standard Six	
Touring	$945
Five-Passenger Sedan	995
De Luxe Touring	1,005
Coupe	1,035
Five-p'senger De L. Sedan	1,095
De Luxe Coupe	1,125
Roadster	1,135
Special Six	
Touring	1,145
Coupe	1,195
De Luxe Coupe	1,285
Five-Passenger Sedan	1,295
Sport Touring	1,295
Big Six	
20th Century Sedan	1,695
Touring	1,765
Special Metropolitan Sedan	1,795
Coupe	1,895
Seven-passenger De Luxe Sedan	2,095
Royal Eight	
Touring	2,285
Sedan	2,395
Coupe	2,395
Roadster	2,395
Seven-passenger Sedan	2,495

The Royal Eight is the latest addition to the line. Bodies are of streamline design, low, in two-tone lacquer finish, with tri-panel radiator and American Eagle radiator emblem. Upholstery is luxurious, with overstuffed buttoned seat cushions and backs and appointments of high quality.

The Royal has an eight-in-line 3 3-16x4¾ L-head engine, with counter - balanced five - bearing crankshaft, front and rear flywheels, full-pressure lubrication, including oil purifier, Schebler carburetor, air cleaner, thermostat in cooling system, dry-plate disc clutch, standard transmission, tubular propeller shaft, floating rear axle in welded pressed-steel housing, reinforced by an internal steel sleeve. Semi-elliptic springs, underslung in the rear, are used. The chassis is equipped with one-shot lubrication system, as are all Chandler cars. Four-wheel brakes, worm and sector steering, are Royal Eight equipment.

As a basis of comparison, the

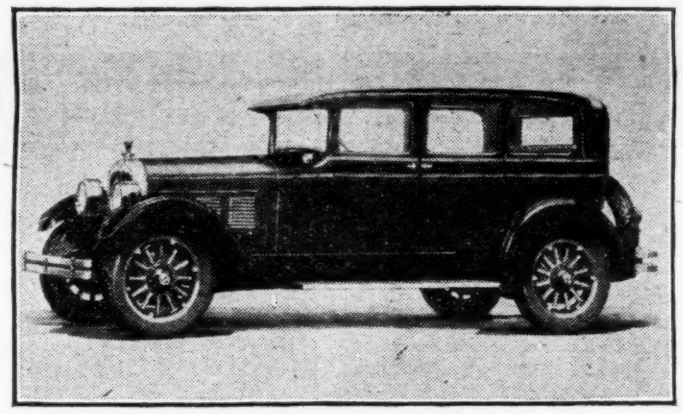


F. C. CHANDLER
President, Chandler

motor dimensions of the other Chandler chassis follow: Standard Six, 3x4¼; Special Six, 3⅛x4¾; Big Six, 3½x5. Equipment on all four Chandler series includes four-wheel brakes, air cleaner, oil purifier, thermostatic heat control, self-adjusting spring shackles, one-shot lubrication and full-vision ventilating windshields on the inclosed types. The Royal Straight Eight sedan has certain special features. The cigar lighter on the dash can be easily transformed into a trouble light by means of an attachment; a thermometer indicates the degree of the cooling water. The electric clock does not require winding. Door panels finished in burled walnut match the instrument board, which is striped in amber, with an adjustable light illuminating the instrument panel.

All bodies on closed six-cylinder chassis have been redesigned lower, with sweeping streamlines and flowing curves on the upper back deck structure and windows.

CHANDLER BIG SIX SPECIAL metropolitan sedan, which is equipped with full-vision windshield and finished in two-tone lacquer, has been designed for more than average riding comfort.



RED BANK, N. J., TO HOLD CAR SHOW MARCH 5-19

Red Bank, N. J., Feb. 1.—The car dealers here have announced that they will hold their annual automobile show this year in the armory from March 5 to 19. This weeks' show has been held, the first week being devoted entirely to passenger cars and the second week to showing of trucks and other commercial cars. Maurice Schwartz will be the manager of the show for the fourth successive year.

G. M. BUYS FLOOR SPACE

Chicago, Feb. 1.—General Motors Corporation has leased two floors of the new Lake Michigan Building, comprising 18,000 square feet, to make possible consolidation of all offices in Chicago district.

White Company Trucks Being Made in 9 Models

Cleveland, Feb. 1.—The line of trucks manufactured by the White Company of this city, ranges in capacity upward of three-quarter ton, and in price, for standard models, from $2,150 to $7,500.

The prices are for chassis, with equipment including tires, but Model 52D is sold including a dump body.

Walter C. White
President

Model 54, the most recent addition to the line, is a high-powered vehicle constructed and equipped for most severe service conditions, yet able to develop ample power and speed and to perform in utmost safety.

While the other models have four-cylinder engine, Model 54 has six cylinders, 4⅜x5¾ and develops 100 b. h. p. The engine has a seven-bearing crankshaft, which has been balanced with great care, and overhead valves. Electrical equipment includes starter and generator. Like all White trucks, this model is built in all its essential parts by the White Company. It has a double-drop frame, giving low center of gravity, and absolute control is assured by the use of four-wheel air brakes of the Westinghouse make.

Following is a list of models, wheelbases and prices, though it should be kept in mind that practically all models are furnished also in a number of optional wheelbases, with prices varying in accordance:—

Model	Wheelbase	Price.
15	133½	$2,150
20	145½	2,950
51	170	3,750
40A	174	4,350
53	180	4,250
52	174	5,100
50B	198	5,350
52D	156	5,800
54	227½	7,500

Renewed Steel Demand By Automobile Industry

Pittsburgh, Feb. 1.—A better tone is noted in the iron and steel industry throughout the Pittsburgh district, and mill operations have passed the 70 per cent, production mark for the first time this year.

There is a renewed demand for primary steels by the automobile industry, with the result that some interests have well-filled order books for certain classes of material.

Trumbull Steel, for example, has heavy automobile orders in its strip department; its sheet mills all operated this past week, but the automobile tonnages are running principally to strips. The Ford Motor Company, for example, is now using so-called strip sheets, in reality wide hot-rolled strips, for fender stock, replacing highly finished auto body stock. Strip sheets are likewise replacing highly finished sheets with other manufacturers, because of the lower cost of the strip material.

Strip sheets for fenders have been offered at the equivalent of 3.80 cents per pound for No. 20 gauge highly finished sheets. The practice has been, for wide fenders, to use the auto body base and add extras totaling 95 per cent. Therefore, at 4.15 cents for No. 20 gauge body sheets crown fender stock would be 5.10 cents. The wide strips were recently offered at $7 per ton less, producing 4.75 cents, and deducting 95 cents in extras the equivalent of 3.80 is arrived at.

H. T. Gilbert, vice-president of the Sharon Steel Hoop, advises that new business from the auto industry is showing substantial gains.

An important development of the week affecting the steel industry here was the announcement by the Youngstown Sheet and Tube Company of an additional improvement program involving about $15,000,000, following upon a program just completed in which the company expended $25,000,000.

Chicago, Feb. 1.—The La Salle Hotel and the Palmer House have small exhibits in their lobbies. The La Salle has a Cadillac exhibit and the Palmer House is showing some Chevrolets.

New Commercial Car Registrations by Makes

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachus'ts	Michigan	Minnesota	Mississippi	Missouri	Montana
Acme			2	8		10		3	4			1						12	6	24	3		1	
Autocar	2			156	2	62	13	38	6		145	23			14		4	77	221	38			38	
Brockway						43	2						2				4	12	91					
Chevrolet	635	176	852	1828	667	659	141	933	672	419	2604	1347	1787	1019	642	450	412	616	589	2164	1490	516	1517	492
Diamond-T	7		2	12		1			2	0	710	22	9	14	1			9	2	35	21	1	116	
Dodge	99	165	156	1934	117	856	35	395	163	101	1375	407	164	208	248	157	174	230	619	943	338	94	451	73
Federal	40	15	62	527	12	162	4	122	35	11	271	117	71	1	33	37	17	105	193	452	81	13	175	
Ford	2837	577	4911	5249	1890	2537	639	7197	3942	676	9029	6534	3215	3164	2379	3230	1632	2307	5560	10921	3673	3353	5863	1115
Garford		4	4	40	6	6				2	40	8		1	3		12	3	14		21		7	
Graham	124	129	164	2093	310	441	61	613	198	156	711	543	459	198	302	166	264	244	944	919	506	57	441	202
G. M. C.	19	1	12	226	25	52	3	22	21	14	122	51	10	16	21	18	11	58	86	258	44	10	96	6
Indiana	1		3	31		7		189	14		108	82	3	19	24	1		8	10	2			61	
International	84	18	117	330	93	143	28	341	94	70	1123	476	576	180	205	211	55	241	257	475	403	72	449	87
Mack	42	7	16	511	25	361	3	241	33	14	447	31	41	16	49	20	53	186	413	276	85	13	156	13
Overland			15	4	1		3		1	2	41	6	1	3	3			4	3	11	5		9	
*Pierce-Ar'w				8							17							1	4	6			2	
Reo	17	23	16	686	79	497	67	197	44	61	565	248	217	59	125	25	185	285	851	768	203	31	173	35
Republic	14	1	22	55	4	4		20	1	4	53	6	17	7	3	8		18	1	85	8	3	35	2
Ruggles				15		5		116				7	1					12	6	79				
Selden	1					3			1								4	6	34			1		
Service											18	6			11			3	1	2				
*Star			5	3	1					3	23	3						1		2			1	
Sterling				87		5					93							6	33				6	
Stewart				28		15	3	1			18	71	5		1		5		65	1			8	
White	52	21	58	578	63	199	27	219	86	20	385	62	27	15	66	102	16	213	439	249	101	27	256	17
Miscellaneous	39	31	96	1752	77	192	20	207	54	27	1340	338	152	83	169	56	36	169	407	886	105	1	427	27

*Complete returns not in.

Impressive Studebaker Exhibit at Chicago Shows Cars Built on Four Chassis

CHICAGO, Feb. 1.—While the new Erskine cars, by virtue of their novelty and difference, are a potent attraction to the display of the Studebaker Corporation of America at the Coliseum, it would be absurd to say that they dominate the exhibit.

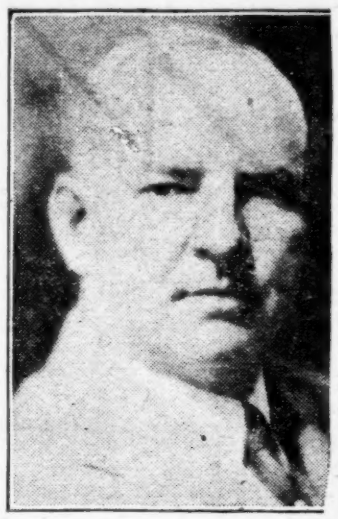
True, the addition of a car, in four styles under $1,000—a car worked out along new mechanical and body lines—is bound to be a very important detail in Studebaker's picture. At the same time, the cars bearing the Studebaker name are so impressive that even without the Erskine the company's space would be crowded to capacity at all times.

Studebaker's product, ranging in price from $935 to $2,325, is built on four chassis:—

Erskine	
Tourer	$935
Business coupe	935
Custom coupe	985
Custom sedan	985
Standard Six	
Three-p. dup. roadster	1,125
Five-p. dup. phaeton	1,145
Five-p. coach	1,195
Three-p. spt. roadster	1,215
Three-p. c. c. coupe	1,260
Four-p. cust. victoria	1,335
Five-p. cust. sedan	1,385
Special Six	
Five-p. dup. phaeton	1,445
Five-p. coach	1,445
Five-p. brougham	1,695
Big Six, 120-in. wheelbase	
Three-p. c. c. coupe	1,445
Three-p. dup. roadster	1,495
Five-p. spt. phaeton	1,575
Four-p. spt. roadster	1,645
Four-p. cust. victoria	1,735
Five-p. cust. brougham	1,785
Big Six, 127-in. wheelbase	
Seven-p. dup. phaeton	1,875
Five-p. coupe	2,145
Five-p. brougham	2,195
Seven-p. President	2,245
Seven-p. sedan	2,245
Seven-p. berline	2,325

The President is a big six, seven-passenger custom sedan, with full-vision steel body, finished in two optional color combinations: ebony lacquer with thistle green molding, striped in Siskiyou yellow, or pyramid gray and desert sand. Upholstery is of custom quality, mohair or broadcloth, all the seats, including those for the sixth and seventh passengers, being comfortably made. Appointments include silk curtains, opal iridescent dome and corner lights, toggle grips, smoking set, vanity case and arm rest. The instruments on the dashboard are grouped under an oval glass and have indirect lighting. The windshield, specially designed to give satisfactory ventilation without setting up a draft, is controlled by a handle on the dash. A switch on the steering column governs the two-beam headlights, while the coincidental ignition and steering lock is controlled by the same key as the door lock and spare tire carrier.

Another leader in the Big Six series is the Chancellor, a four-passenger victoria. It is two-tone lacquer finished in pyramid gray and desert sand. Back of the driver's seat and under the rear deck, ample space for packages and luggage has been provided. In a general way, accessories and so forth follow the President's equipment.



A. R. ERSKINE
President, Studebaker

In the Standard Six series, the five-passenger custom sedan is an arresting creation. Lacquered two-tone blue, with ivory striping, its every appointment, though simpler, has been worked out with the same care given to the Big Six custom types. Fine mohair upholstery is finished off with broadlace trim; back and rear side windows have silk draw curtains, and all hardware is of Butler silver finish.

The Erskine styles are all designed by Dietrich and conform to European ideas, the advent of which in this country, especially in the small car field, is no longer debatable. The cars are low, wide enough to be roomy and comfortable for every occupant; they are built on a 107-inch wheelbase and turn in an eighteen-foot circle.

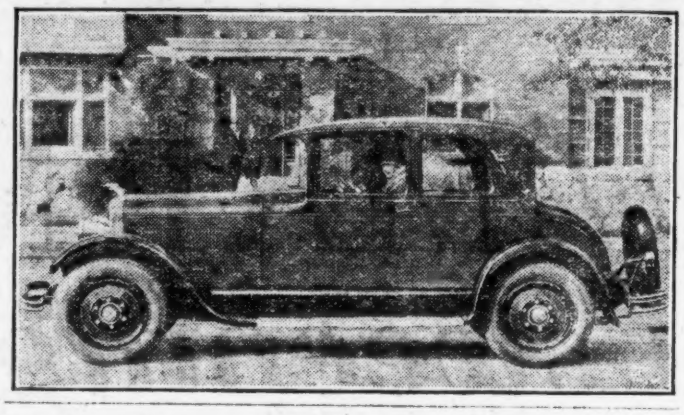
Characteristic of all Erskine bodies is the two-tone treatment emphasizing the belt, which is merged with a hood-top panel that starts at the radiator cap and flares outward to full cowl width. Tool and battery box are set in the base of the front fenders.

The closed bodies are of steel, with clear vision windshield posts, and have compartments for gloves, cigarettes, etc., at the end of the instrument board, which carry ammeter, oil pressure indicator, speedometer and hydrostatic gasoline gauge.

In the sedan the interior is upholstered in broadcloth with broadlace trim. Hardware is silver finished. Dome light, robe rail, heavy loomed carpet and silken window curtains carry out the luxury of the appointments.

The custom coupe is equipped with rumble seat for two in the rear deck. The business coupe, in which the rear deck provides a roomy luggage space, seats two. The tourer has smart body lines, accentuated by the embossed hood panel and molding. The one-piece windshield flares gracefully from the cowl and tilts at a smart angle. The collapsible top folds flat, to be covered by a trim boot. Spare tire and wheel are mounted in the rear at a carefully chosen angle that gives a smart finishing touch to the body lines.

THE CHANCELLOR, STUDEBAKER'S Big Six custom Victoria, which is being first exhibited at the show, is offered in two optional color finishes.



MARYLAND BILL WOULD LIMIT FINANCE FIRMS

Annapolis, Md., Feb. 1.—Delegate Frederick Lee Cobourn of Hartford county, has introduced a bill requiring that finance companies holding title of an automobile wait until ten days after a payment is due before taking action against the purchaser of the automobile.

The bill also provides that the finance company be compelled to take the usual process of law in obtaining machines on which payments are due and that they be compelled to obtain first the permission of the purchaser of the machine at the time the automobile is confiscated.

A provision is also made that the machine confiscated for failure to meet payments be sold at public auction within six months after being confiscated and that the difference in the amount obtained by the sale and the amount due on the machine be given to the purchaser.

NEW BUICK BODY TYPE

Flint, Mich., Feb. 1.—Fisher Body Company's Buick plant now is at work on the third Buick body type. As fast as facilities are installed in the newly acquired building all of Buick's closed bodies will be built here. At present most of them are being made by Fisher in Detroit.

CHICAGO MOON DEALERS MEET

McDonald Talks to Group From Mid-West District

Chicago, Feb. 1.—About 200 Moon dealers, representing the territory embraced by Chicago, Milwaukee and their tributaries, held their luncheon meeting at the Congress this noon. The toastmaster was Robert E. Lee, who heads the association of Auto Show managers of the United States, and is manager of the St. Louis show, in addition to his other duties.

The principal speaker was **Stuart McDonald**, president of Moon, who brought a message of confidence and enthusiasm to the dealers. He was followed by **Ross W. Judson**, president of Continental Motors Corporation, and by **W. R. Angell**, executive vice-president of Continental.

Stuart McDonald

J. H. Quinlan, formerly Moon distributor in the Chicago territory, spoke briefly and an inspiring talk was made by F. H. Rengers, president of the Moon Motors Corporation, distributor here. Mr. Rengers reported that in his opinion Moon was sitting on top of the world, basing part of his opinion on the fact that sales in the Chicago territory in January are about 400 per cent. of what they were in January, 1926.

Harry Frasier of the Commercial Credit Company gave the guests a straightforward talk on what constitutes sensible financing, and Carl Burst, vice-president and works manager for Moon, gave a picture of the factory and what it stands for in the way of quantity and quality production. George H. Kublin, chief engineer of the company, followed up Mr. Burst's talk with some high points in Moon engineering. J. H. De Jong, Canadian sales manager, was also heard.

PENN LICENSES

Philadelphia, Feb. 1.—The State Department of Highways has issued 829,159 sets of 1927 passenger car registration plates, compared with 760,899 for the corresponding period in 1926.

and States, From January to October, 1926

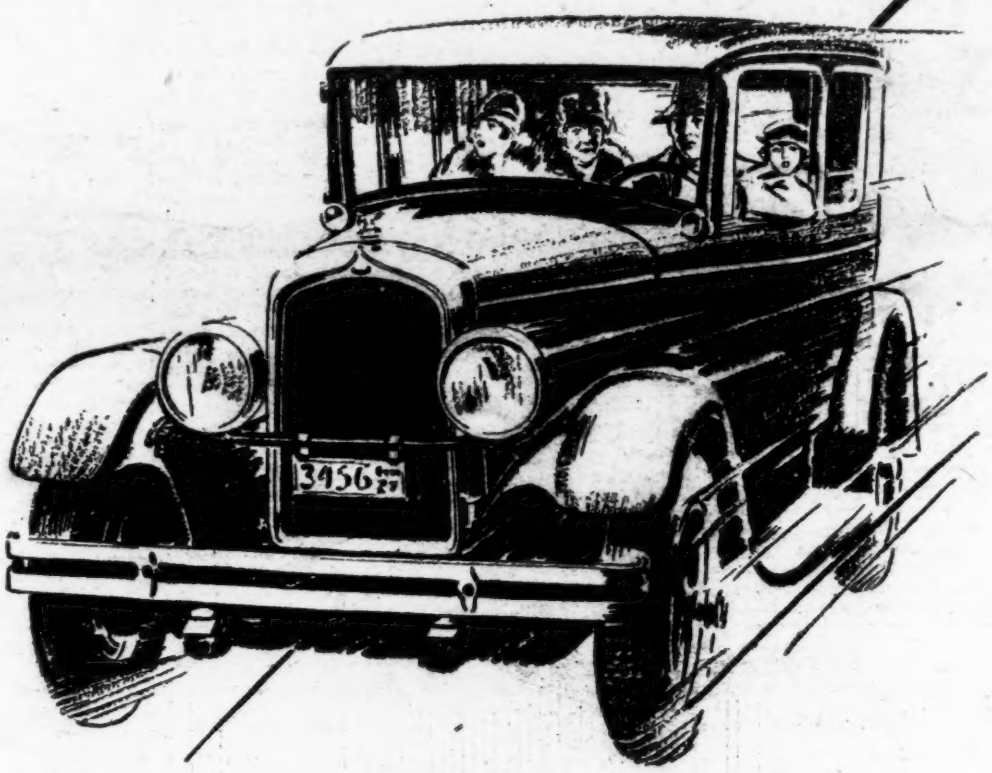
	Nebraska	Nevada	N. Hampsh'e	New Jersey	New Mexico	New York	N. Carolina	N. Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	So. Carolina	So. Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	W. Virginia	Wisconsin	Wyoming	Dist. of Col.	Totals for 10 Months
Acme				100		67	16		26			122		1		1				10		13	1		4	435
Autocar			5	245		460	15		46			519	69			4	35		3	25		1	5		12	2,283
Brockway			8	123		876			1			307	10				2		6	2					10	1,499
Chevrolet	695	68	153	1721	198	3770	795	413	1938	1624	355	3399	183	410	402	532	3887	140	57	813	790	337	1776	150	121	47,254
Diamond-T	5			97		249	2	1	15	1		124				1	8			4		8	80			1,559
Dodge	107	54	130	1521	42	3318	278	13	760	227	1	2837	328	76	30	189	398	141	88	148	246	232	427	93	126	21,312
Federal	31	8	15	391		511	20	2	156	44	76	355	35	2	3	206	66	1	18	59	42	29	148	1	9	4,774
Ford	2284	178	953	9138	437	15015	3831	1124	6755	4409	1460	8881	931	2080	672	1839	12670	611	321	4165	2656	1622	6958	296	989	182,705
Garford		1		80		106		2	41	2	8	126	1		1		22		2	40	25	17	31			676
Graham	209	63	162	809	64	2091	656	76	761	630	242	2384	113	110	86	215	924	105	103	432	288	264	517	62	44	21,655
G. M. C.	14	3	10	192	1	325	25	1	64	35	58	259	5	2	3	20	108	3	7	10	67	18	14	3	20	2,468
Indiana	2		2			40	10		25	3		65	1	1		9	66	6	7	9		9	6		13	837
International	160	2	53	425	24	1088	98	145	712	228	51	996	36	32	147	178	828	48	39	180	79	118	410	22	48	12,275
Mack	21		28	706	2	2015	94	1	208	99	106	825	55	12	5	46	154	9	34	45	92	11	192	5	31	7,848
Overland			1	78		36						40	2							1	2	6	10			288
*Pierce-Ar'w				162		31						11		2					1	1	1	1	1			*249
Reo	124	3	134	922	8	1755	76	12	581	149	65	1356	144	7	63	57	324	35	90	98	87	104	312	10	41	12,014
Republic	6		1	35		47	50	1	33	16	27	120	3	10	1	13	20		1	36	8	11	5		33	848
Ruggles				1		17	25		7		4	26	21			1	5			21	1	6	28			404
Selden				49		253			10	50		47	1				1									461
Service				19								1								1						62
*Star				50		6						17										1	1	1		*118
Sterling				67		83			30			165	2				1			2	2	1	62			645
Stewart			5	82		345			16		1	251	5	13	1		15		1	11			73		1	1,041
White	32	3	13	538	3	1137	111	2	508	99	140	875	79	34	3	81	332	21	16	103	178	37	92	11	46	7,792
Miscellaneous	65	15	45	581	6	2087	143	21	1075	56	109	1433	65	24	19	57	395	36	32	108	200	132	362	8	86	13,851

AMERICA'S FIRST TRULY FINE SMALL CAR

the little MARMON 8 — *a sweeping success*

The little MARMON 8

Companion to the large Marmon
(Series 75)



FIRST at New York—then in Philadelphia—Detroit—Cleveland—and now in Chicago, the little Marmon 8 has proved itself the spotlight attraction of the Automobile Shows and the greatest salesroom magnet in the entire industry—in any price class.

The public has made up its mind about the little Marmon 8—and you know what that means.

As we predicted several months ago, it presents a merchandising opportunity that has been approached in the automobile industry only twice in recent years.

There are still some few points not yet closed where we are in a position to entertain distributor and dealer applications. Information upon request.

MARMON MOTOR CAR COMPANY
INDIANAPOLIS, INDIANA